



# 2015 COMPREHENSIVE PLAN



**DRAFT**

*“ We will never bring disgrace on this our City by an act of dishonesty or cowardice.*

*We will fight for the ideals and Sacred Things of the City both alone and with many.*

*We will revere and obey the City’s laws, and will do our best  
to incite a like reverence and respect in those above us  
who are prone to annul them or set them at naught.*

*We will strive unceasingly to quicken the public’s sense of civic duty.*

*Thus, in all these ways, we will transmit this City not only, not less,  
but greater and more beautiful than it was transmitted to us.”*

*Source: The Athenian Oath - National League of Cities*

***Numerous individuals including City of Frisco elected and appointed officials, City Staff, members of the Comprehensive Plan Advisory Committee (CPAC), key stakeholders and citizens provided knowledge, assistance and insight throughout the process of developing the vision and strategy for the Frisco Comprehensive Update.***

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# 1 EXECUTIVE SUMMARY

*“... The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development.”*

- Jay M. Stein, Classic Readings in Urban Planning

## Importance of Comprehensive Planning

The City of Frisco has a strong tradition of planning. Comprehensive Plans were completed or updated in 1982, 1990, 2000 (the Millennium Plan) and 2006, and City leaders have stated openly that the Comprehensive Plan may be the most important tool the City has for guiding the future of Frisco. This awareness of the importance of a plan and a well-thought-out implementation strategy has helped Frisco become one of the most noted and notable places in the Dallas-Fort Worth Metroplex, in Texas and even in the nation.

City officials have been true to many of the guidelines and recommendations in these plans over the years and have also recognized the need to update related plans and programs, such as the Park Master Plan and the Downtown Revitalization Plan. The responsibility for implementing the Comprehensive Plan involves a number of departments and crosses departmental boundaries within the City organization.

It is also important for the City to be able to respond to unique opportunities that the Comprehensive Plan has not anticipated. When these opportunities—specifically, development proposals or special projects—present themselves, this document will be an important reference for the Planning & Zoning Commission and City Council as they consider the impacts of these proposals based on the approved Future Land Use Plan for the property in question as well as the vision for surrounding properties.

The latest update, the 2015 Comprehensive Plan, continues the City’s planning tradition and sets the stage for the City of Frisco as a great place to live, work, play and visit. Growth within Frisco is inevitable, but the reasoned and thoughtful planning that form the basis for this Plan will allow the City to manage this growth, maximize benefit for the citizens of Frisco and fulfill the destiny the community envisions.

## The 2015 Comprehensive Plan Process

As was the case in previous comprehensive planning efforts, the update process was predicated on the involvement of Frisco officials, staff and the cornerstone of any comprehensive planning process—public participation. Frisco has a highly-involved citizenry, and many individuals took part in the 2015 update of the Comprehensive Plan, partly because previous planning efforts have been so successful and partly because they wanted to be certain that the Frisco of the future is a desirable, resilient place.

The City Council appointed a representative group of 23 interested and motivated citizens to serve as the Comprehensive Plan Advisory Committee (CPAC). The committee was integral to the planning process:

- Serving as the primary public interface with the consultant team,
- Serving as a sounding board for key concepts and strategies,
- Providing input in terms of visioning and updating recommendations, and
- Reviewing drafts of the Plan components prior to their submittal to the general public, the Planning & Zoning Commission, and the City Council for consideration.

As a result of this process, portions of the (2006) Comprehensive Plan document were validated, others were updated, and still others appear in this planning document for the first time.

The 2015 Comprehensive Plan is the official planning document of the City, but finalizing the Plan does not represent the end of the process. Planning is not a single event; it is an ongoing endeavor. The Comprehensive Plan is intended to be a dynamic, adaptable guide for citizens and officials as they work to shape Frisco's future on a continual, proactive basis.

The City has recognized this, and planning will continue in Frisco as it has in the past, long after any update to the 2015 Comprehensive Plan is adopted.

## The Importance of Public Participation

This community-based planning process was carried out in six phases from initial meetings in January 2014 to the City Council's adoption of the Plan in March 2015.

The six planning phases include:

- Phase 1: Project Initiation
- Phase 2: State of the City (Analysis)
- Phase 3: Community-Wide Vision
- Phase 4: Vision Framework
- Phase 5: Implementation
- Phase 6: Adoption

Each of these elements built upon the previous phases and was important to keep the process integrated and on schedule. Public participation is integral to any comprehensive plan. In large part, the citizens have made Frisco what it is today. They have elected leaders with foresight, voted for the financing necessary for special developments and public improvements and been highly engaged in planning for the city's future.

The ultimate success of the 2015 Comprehensive Plan will depend upon whether it truly reflects the needs and desires of these citizens and whether there are appropriate mechanisms for implementing the goals and policies outlined in the Plan.

Input collected via public involvement is a key aspect of plan development. There are numerous ways in which public participation was sought during this process:

- Neighborhood workshops
- Key stakeholder interviews

- Open house meetings in locations throughout the city
- Online surveys
- Meeting-in-a-Box workshops
- Discussions with key City staff and partner agencies such as the school districts
- Public hearings

These public participation events provided multiple and frequent opportunities for the citizens and stakeholders of Frisco to provide input throughout the process and City officials, City staff and the general public were able to review and comment on the draft Plan on a number of occasions prior to its adoption by City Council.

The plan is intended to be used as a strategic policy guide for staff and City for the long term fiscal and built environment of the City. It is intended to be iterative in nature and should be reviewed and updated periodically so that it remains a valid policy document.

## The Vision

The vision statement to the right is the overall declaration of what Frisco desires to be in the long-term. Policy and decision-making should be compatible with this statement.

### Vision Statement

Frisco is vital, desirable and resilient because its strong sense of community is based on:

- High-quality, people-oriented design;
- Celebration of distinctive natural and cultural assets and a unique Frisco identity;
- Effective and sustainable use of limited resources, including public funds; and
- Provision of public facilities, services and amenities that residents and businesses need for their own continuing success.

*“The strength of our democracy lies in the sharing of knowledge and in the sharing of our decisions as to how to use it...In the long run, if we do not advance together, we are likely to find that we have not advanced at all.”*

*Source: Frederick H. Bair, Jr.;  
Planning Cities, pg. 40*













## Guiding Principles

Thirteen overarching ideals have been identified as key concepts for promoting Frisco as a desirable place in the future. These Guiding Principles represent the direction received by the planning team from Frisco stakeholders during the planning process. The City should work to achieve these Guiding Principles as it implements the 2015 Comprehensive Plan.

- PRINCIPLE 1:** Frisco is sustainable — desirable and resilient over time — in terms of its residential areas, infrastructure, economy and resource use and contains walkable places that remain distinctive and appealing over time.
- PRINCIPLE 2:** Frisco's natural assets and open spaces are retained and are valued focal points for the community.
- PRINCIPLE 3:** Frisco invests in infrastructure and facilities to keep pace with its growth in residents and jobs.
- PRINCIPLE 4:** The Frisco community offers quality education and training for children (K-12), college age students and adults.
- PRINCIPLE 5:** Frisco is a high-quality community in terms of its design, amenities and quality of life.
- PRINCIPLE 6:** Frisco is a healthy and safe community.
- PRINCIPLE 7:** Frisco is diverse, with a variety of housing, shopping, arts/culture and entertainment choices.
- PRINCIPLE 8:** Frisco has a strong sense of community.
- PRINCIPLE 9:** Frisco's neighborhoods—of all types—remain vital and desirable, even as they mature, and provide a variety of housing choices that meet the needs of people at all stages of their lives.
- PRINCIPLE 10:** Frisco has a diverse economy and is recognized as a major DFW employment center and a regional event, sports and cultural destination.
- PRINCIPLE 11:** Frisco includes a variety of neighborhoods and housing choices that meet the needs of people at all stages of their lives.
- PRINCIPLE 12:** Frisco is a walkable city where most residents have ready access from their homes to schools, jobs, open spaces, shopping, entertainment, a variety of mixed-use places and other destinations using travel modes in addition to the auto (such as walking, biking and public transportation).
- PRINCIPLE 13:** Frisco coordinates its land use patterns with the City's mobility network to minimize traffic congestion.

## Future Land Use Plan

One of the most important elements of the 2015 Comprehensive Plan is the Future Land Use plan, which serves as the foundation for guiding future land use in the City. The Future Land Use plan identifies 12 unique development styles for the city, branded as Place Types. Two of the Place Types are residential in nature, and seven are activity centers of varying intensity envisioned as locations for jobs, entertainment, mixed-use and a live-work-play environment. The remaining three focus on public/semi-public uses, park/open space and the preservation of floodplain areas. For each Place Type, there is a corresponding description of intent, character and appropriate land uses. It is important to note that the Future Land Use Plan must be seen as advisory in nature; the City's zoning ordinance is the official legal guide for development controls.

	Suburban Neighborhood
	Town Center
	Mixed-Use Neighborhood
	Transit Oriented Development (TOD)
	Urban Center
	Suburban Regional Activity Center
	Commercial Node
	Business Park
	Industrial Park
	Public / Semi-Public
	Park
	Floodplain

## Implementation

The implementation of any Comprehensive Plan requires the identification of key steps and actions required to further the City of Frisco's priorities for the future. It prioritizes implementation strategies according to the substantive elements within the plan and identifies a time frame for undertaking the strategy and the parties and partners responsible for moving the plan ahead.

### Implementation Strategy Development Process

Implementation strategies for this Comprehensive Plan were identified, vetted and approved through a combination of methods aimed at achieving the highest level of public input possible (*see Chapter 10, Implementation Strategy*). These methods included:

- Input and brainstorming with the public via public meetings, online surveys and individual discussions
- Stakeholder interviews
- Planning team technical analysis and review of best practices from other communities
- Coordination with concurrent planning efforts involving the City and other agencies and direction from staff
- Review, prioritization and consensus agreement with the Comprehensive Plan Advisory Committee (CPAC)

The Implementation Strategies matrix provides a list of action items organized by category. Time frames are established to better schedule particular actions since not all strategies can be implemented at once, or because the actions need to occur in a certain order to achieve efficiency and success. Time frames in the matrix have been generalized into three groups:

- Short-Term – 0 – 2 Years
- Mid-Term – 2 – 5 Years
- Long-Term – 5+ years

## Partnerships

The partners identified below will play an important role in implementing the Comprehensive Plan.

### *City of Frisco*

- For all items in the Implementation Strategy matrix, the City of Frisco will have a role. If a strategy was viewed as a priority by the community but not seen as within the City's purview, the City would be expected to be a key participant in working with the lead entity to accomplish that task.

### *Community Members*

- Community members are an important and integral piece of Comprehensive Plan implementation. The City Vision and Guiding Principles should be championed by community members, including property owners, businesses, residents, homeowners associations and other organizations investing in the community in order for the Plan to be achieved.

### *Local Agencies*

- Coordination with local agencies will assist with the provision of the quality community services and facilities necessary for the prosperity of the City.

### *County-level Agencies*

- Partnerships with Collin County and Denton County will assist Frisco in the coordination of City, County and regional implementation efforts.

### *Regional and State Agencies*

- Coordinating with regional and State-level agencies will also be part of the implementation plan.

### *Public-Private Partnerships*

- Public-private partnerships provide the opportunity for the City and its partner agencies to work with the private and non-profit sectors to meet public and private needs, jointly participate in the implementation measures.

## Key Implementation Strategies

The implementation strategy is a means of linking the priority needs and opportunities, identified through the public engagement process, to specific actions, programs and policies that the City should undertake to address them. This section highlights key implementation strategies being recommended as a part of the Comprehensive Plan's 10-year (2015-2025) work program. These Implementation Strategies are provided from a community-wide standpoint. The key action themes for the next 10 years include:

### 1. Guidelines

- Update or enhance design guidelines to support Place-Making in key Place Type areas and the use of natural areas and resources in the design of Frisco neighborhoods and amenities.

### 2. Regulations

- Review and update landscape regulations for private developments and City infrastructure projects to ensure wise water use.

### 3. Financial Incentives

- Review and refine FEDC incentive programs to maximize their support for Comprehensive Plan implementation.

### 4. Capital Investments

- Review and revise City street design standards as necessary to follow Place-Making principles.

### 5. Education and Communication

- Establish a process for regular review of progress on plan implementation.

### 6. Partnerships

- In collaboration with educational entities, conduct a study to determine potential locations for higher education facilities in Frisco.



## 2 | PRINCIPLES & ACTIONS

### 2015 Comprehensive Plan Vision Statement

Frisco is vital, desirable and resilient because its strong sense of community is based on:

- High-quality, people-oriented design;
- Celebration of distinctive natural and cultural assets and a unique Frisco identity;
- Effective and sustainable use of limited resources, including public funds; and
- Provision of public facilities, services and amenities that residents and businesses need for their own continuing success.

### Guiding Principles

- PRINCIPLE 1: Frisco is sustainable — desirable and resilient over time — in terms of its residential areas, infrastructure, economy and resource use and contains walkable places that remain distinctive and appealing over time.
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- PRINCIPLE 3: Frisco invests in infrastructure and facilities to keep pace with its growth in residents and jobs.
- PRINCIPLE 4: The Frisco community offers quality education and training for children (K-12), college age students and adults.
- PRINCIPLE 5: Frisco is a high-quality community in terms of its design, amenities and quality of life.
- PRINCIPLE 6: Frisco is a healthy and safe community.
- PRINCIPLE 7: Frisco is diverse, with a variety of housing, shopping, arts/culture and entertainment choices.
- PRINCIPLE 8: Frisco has a strong sense of community.
- PRINCIPLE 9: Frisco’s neighborhoods—of all types—remain vital and desirable, even as they mature, and provide a variety of housing choices that meet the needs of people at all stages of their lives.

- PRINCIPLE 10: Frisco has a diverse economy and is recognized as a major DFW employment center and a regional event, sports and cultural destination.
- PRINCIPLE 11: Frisco is a walkable city where most residents have ready access from their homes to schools, jobs, open spaces, shopping, entertainment, a variety of mixed-use places and other destinations using travel modes in addition to the auto (such as walking, biking and public transportation).
- PRINCIPLE 12: Frisco coordinates its land use patterns with the City's mobility network to minimize traffic congestion.

## Place-Making & Resiliency

- PRINCIPLE 1: Create distinctive destinations that attract people and encourage social interaction.
- PRINCIPLE 2: Create great streets with human-scaled architecture, walkability, attractive amenities and an engaging street wall.
- PRINCIPLE 3: Build for the long term value of both the development and the community with safe streets and neighborhoods, high-quality buildings that can adapt easily to the changing demands of the marketplace, a range of housing options and a variety of gathering spaces.
- PRINCIPLE 4: Encourage a mixture of land uses in an active pedestrian environment and a network of sidewalks and trails that links people that link people of all ages and physical abilities to their destinations.
- PRINCIPLE 5: Encourage environmental responsiveness, preserving and enhancing natural areas for the health, aesthetic, infrastructure and economic benefits the community will receive.

## Land Use

- PRINCIPLE 1: Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.
- PRINCIPLE 2: Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.
- PRINCIPLE 3: Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative design.
- PRINCIPLE 4: Create dedicated land use and infrastructure policies that focus on Center City.

## Economic Strategy

- PRINCIPLE 1: Continue to diversify the local economic base and strengthen and stabilize the tax base.
- PRINCIPLE 2: Create quality working environments that foster an attractive sense of place.
- PRINCIPLE 3: Encourage a full-service array of retail and service opportunities.
- PRINCIPLE 4: Ensure that a broad range of housing alternatives are available for employees, employers and residents transitioning to various lifestyle stages.
- PRINCIPLE 5: Encourage dialogue between local colleges and universities, private sector businesses and the City's partner agencies to create programs that will develop a high-quality workforce by making opportunities for life-long learning accessible.

## Public Health & Safety

- PRINCIPLE 1: Promote community well-being by designing Frisco's neighborhoods, thoroughfares and public facilities so that residents can choose an active, healthy lifestyle.
- PRINCIPLE 2: Provide access to walking and biking trails for people of all ages and physical abilities within and close to Frisco neighborhoods
- PRINCIPLE 3: Use Code Enforcement and the Housing Rehabilitation Program, which provide assistance to those with special needs—elderly, disabled and economically disadvantaged persons—as part of the strategy for helping Frisco neighborhoods remain desirable over time.
- PRINCIPLE 4: Use Code Enforcement and the Affordable Housing Division as tools to implement the City's Neighborhood Partnership Plan (NPP), including a focus on older neighborhoods, and evaluate the NPP every five years for its effectiveness and any needed updates.
- PRINCIPLE 5: Continue to use the City's annual inspection of multi-family units to ensure that apartments and urban living units are code compliant.
- PRINCIPLE 6: Address the desire of all people in Frisco, including those with special needs, such as the elderly, disabled and economically disadvantaged, to live active lives and find the resources necessary to meet their daily needs.
- PRINCIPLE 7: Identify services and programs that can help Frisco residents who are struggling meet their most pressing needs—transportation, affordable housing and mental health services—in an efficient and economical way.
- PRINCIPLE 8: Train staff to work with applicants in the design of Frisco's neighborhoods and business areas for safety using the principles of Crime Prevention through Environmental Design (CPTED)—a technique that uses design features such as fencing, lighting, open views and access control to deter crime and enhance the police department's efforts to maintain a secure community.

## Ecology & Natural Resources

- PRINCIPLE 1: Utilize the 1999 Environmental Attributes Analysis in the review of zoning applications and the design of capital infrastructure as a resource for identifying and preserving limited natural resources and unique natural assets and creating amenities for the community.
- PRINCIPLE 2: Adopt and implement planning and development practices that encourage public and private property owners to maintain, or even enhance, the quality of the region's air, aquifers, streams and lakes, to conserve water and to retain important natural assets as focal points and amenities.
- PRINCIPLE 3: Continue Frisco's leadership in green design planning and engineering for residential and commercial buildings and encourage the design of City facilities, development sites and neighborhoods based on low life-cycle cost and green engineering principles.
- PRINCIPLE 4: Develop and use Frisco's floodplain areas to maximize stormwater management, protect surrounding properties from extreme weather events, preserve natural areas as amenities and minimize future costs and liabilities for the community.
- PRINCIPLE 5: Protect, enhance and increase healthy tree cover throughout Frisco to maximize the many benefits that trees bring to the community—lower energy costs, reduced heat island effect, shaded walkways, improved air quality, increased livability and enhanced quality of life.
- PRINCIPLE 6: Use non-renewable energy resources efficiently, take advantage of opportunities to conserve energy, use renewable energy resources when feasible and cost-effective and encourage Frisco businesses and residents to do the same.
- PRINCIPLE 7: Evaluate methods for monitoring the community's environmental footprint and look for ways to reduce this footprint when doing so is consistent with other quality-of-life objectives.
- PRINCIPLE 8: Continue to play a leadership role in the region's efforts to maintain and enhance North Texas' air and water quality and natural assets, particularly among the growing suburban cities in the area.
- PRINCIPLE 9: Take advantage of Frisco's natural areas and features to create focal points, connect City and regional network of trails and contribute to the identity of Frisco's neighborhoods and the daily life of Frisco's residents.
- PRINCIPLE 10: Partner with residents and businesses, schools and outside organizations to offer programs that educate and engage Frisco citizens in the benefits of sharing nature and using resources responsibly.

## Infrastructure

- PRINCIPLE 1: Identify, prioritize and adopt a funding strategy, based on preliminary cost estimates, for the infrastructure projects necessary to support new construction so that the improvements are in place when they are needed.
- PRINCIPLE 2: Give the same level of importance and attention to the maintenance of infrastructure as to the construction of new facilities.
- PRINCIPLE 3: Prioritize infrastructure improvements and maintenance projects to provide the best economic return to the City.

## Transportation/Mobility

- PRINCIPLE 1: Maximize the capacity of the current mobility network by making improvements within the existing right-of-way where possible.
- PRINCIPLE 2: Upgrade existing roadways and create new streets with aesthetically pleasing features appropriate to the adjacent land use and the roadway type.
- PRINCIPLE 3: Construct new roadways so that they respect the natural environment.
- PRINCIPLE 4: Make future multi-modal mobility choices—walking, biking, transit—available to Frisco citizens to help reduce vehicular trips on city streets.
- PRINCIPLE 5: Integrate planned land uses with the City’s multi-modal mobility network.
- PRINCIPLE 6: Increase the interconnection of roads and trails as feasible.
- PRINCIPLE 7: Design local neighborhood streets to discourage speeding and maximize safety.
- PRINCIPLE 8: Continue to employ Transportation System Management (TSM) strategies to maintain and/or improve mobility.
- PRINCIPLE 9: Employ Transportation Demand Management (TDM) techniques to reduce traffic demand.
- PRINCIPLE 10: Continue to work with outside agencies to promote mobility improvements.

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# 3 | PLACEMAKING & RESILIENCY

## Placemaking and Resiliency Principles

- PRINCIPLE 1:** Create distinctive destinations that attract people and encourage social interaction.
- PRINCIPLE 2:** Create great streets with human-scaled architecture, walkability, attractive amenities and an engaging street wall.
- PRINCIPLE 3:** Build for the long term value of both the development and the community with safe streets and neighborhoods, high-quality buildings that can adapt easily to the changing demands of the marketplace, a range of housing options and a variety of gathering spaces.
- PRINCIPLE 4:** Encourage a mixture of land uses in an active pedestrian environment and a network of sidewalks and trails that links people of all ages and physical abilities to their destinations.
- PRINCIPLE 5:** Encourage environmental responsiveness, preserving and enhancing natural areas for the health, aesthetic, infrastructure and economic benefits the community will receive.

## Introduction

There are three key elements to a successful city;

- A good school district;
- An array of services such as retail, entertainment, recreation and jobs; and
- Aesthetics that bring a strong sense of identity and place.

These elements are critical to the city's ability to continue to grow and attract reinvestment as it ages and begins to require additional revenue to maintain municipal services and infrastructure. There are numerous cities in the Metroplex and across the country that are facing a similar dilemma. A city that was once an attractive suburb in the path of growth, with raw land and high levels of investment, is passed by over time as development moves further out. The suburb and its neighborhoods and commercial areas begin to show the signs of aging due to decreasing levels of reinvestment just as the infrastructure starts to require maintenance and replacement. In the early years, these cities tend to focus more on growth as a means of expanding the tax base, paying little attention to Placemaking (aesthetic) principles that could help distinguish them from other cities in the surrounding area. As a result, as new growth moves further out, these cities begin to decline

and become less competitive, leading to higher taxes and lower levels of investment.

Street rights-of-way are one of the most overlooked opportunities for shaping a community's image. Everyone who lives, visits or travels through a city develops a perception of the community and decides what kind of place it is and how desirable it would be to live or work there based on the impression they get as they travel on city streets. This effect is comparable to the experience of buying a house. Realtors say that the decision to purchase a home is often due in large part to the curb appeal the buyer perceives within a few moments of seeing the house.

Street rights-of-way are generally the single largest land use within a city. This land use has served one primary purpose for the last 70 years—to move vehicles. Often, a token sidewalk will be provided should someone have to walk. Over time, rights-of-way have evolved into a sterile environment, inhospitable to forms of transportation other than the automobile, especially to walking. The aesthetics of the roadway and the area surrounding it, intentionally or unintentionally, convey a message about the community to residents, workers and visitors.

There are a few developments in Frisco with unique streets—Winding Creek Estates, the Canals of Grand Park, Newman Village—but most of the City's roadways are barely distinguishable from the streets in other communities. Urbanist Jane Jacobs summarized the potential of a well-designed roadway, stating that

***“...Streets and their sidewalks,  
the main public places of a city,  
are its most vital organs.  
If a city's streets look interesting,  
the city looks interesting;  
if they look dull,  
the city looks dull.”***

After World War II, most residential

subdivisions were mass produced and generally indistinguishable from one another. Placemaking principles, including the need to mix uses and to preserve a site's natural features and provide amenities, were left off the drawing board in the rush to meet the growing demand for housing. One of the most basic economic principles, often described in terms of the production of widgets, says that the cost per unit decreases as more widgets are produced, and this leads to a corresponding increase in profits. Subdivisions became the widgets of the development industry. They looked essentially the same, and when the newness wore off, people tended to move on to the next new neighborhood. Lower levels of reinvestment by subsequent owners led to decreasing property values, which had a negative effect on the city's ability to generate the revenue necessary to fund basic maintenance on the infrastructure and provide city services.

When people vacation in other cities, they are attracted to places that are exciting, places that have character. They do not seek out the sterile, everyday city.

Richard Florida, an American economist and social scientist, has written several books on the “Creative Class.” The Creative Class includes the “knowledge workers” who have become the drivers of economic development. These workers are employed in the fields of science, engineering, education, computer programming, the arts, healthcare, business, finance and law.

Creative Class workers are not tied to a location by their jobs. They have multiple options about where to live, and more are choosing to live in places that offer the best quality of life. Both Millennials and Baby Boomers are seeking places that offer a more interesting and engaging lifestyle.

A developing trend in the employment sector is that jobs are starting to follow the labor force. No longer is the decision to locate a business simply a factor of where the CEO

wants to live. It is more a function of where the workforce wants to live. This is especially true of the Creative Class. These highly-skilled individuals are seeking places that offer a certain quality of life. The Urban Land Institute's *Emerging Trends in Real Estate 2015* notes the resurgence of cities, but also cautions against giving up on the suburbs. The ULI report describes "the good," "the bad" and the "ugly" of suburban cities:

- **The good**  
Many of the "edge city" locations that combine office, retail and residential areas effectively—especially those that have two characteristics. Those attributes are sufficient density to support live/work/play interactions and a combination of transit and walkability.
- **The bad**  
Anything "garden variety." Over the short haul, anyway, there is not much demand from either users or investors for plain-vanilla, highway-dependent office parks or other real estate that falls into the "commodity" bucket. They are cheap, but you get what you pay for.
- **The ugly**  
Anything that smacks of "sprawl" or of "yesterday's hot concept." If a property is dependent upon an inflated parking ratio, take a pass. If a property is operationally tied to demand that presumes the growth of tract housing at the perimeter of a metro area, run the other way. If you find a property without a cogent appeal to either Millennials or Baby Boomers, time is not on your side.

Placemaking is about putting people first. When people have a choice about where to live, they seek out the places that offer community, connection and a higher quality of life. The three elements crucial to a successful city—good schools, a variety of services, and strong aesthetics—combine to create strong and resilient places that attract people, shore up property values and help maintain a healthy revenue stream for the city

## Placemaking and Resiliency

Successful "Placemaking" is creating memorable places that engage people. These places tend to emerge where a city or a developer takes advantage of the attributes of the surrounding area—topography, vegetation, land uses, building form—and utilizes those attributes to create a place that is distinctly different from any other place in the region. These places have a sense of authenticity rather than a Disneyland feel. Placemaking is the foundation for creating a desirable city, and adherence to the principles of Placemaking will be critical in determining Frisco's future.

When people drive, use transit, walk or cycle into Frisco, they should be struck by the fact that they are in a special community. The best way to achieve this feeling is not just with signage, banners or entry monuments, but with the design of streets and trails, the siting and design of buildings and the use of streetscaping and strategically located open space.

"Resiliency" is ensuring that a place will continue to be desirable in comparison with other areas, maintaining and even increasing its value over time and through economic cycles. Resilient places like Highland Park, University Park and the "M Streets" in Dallas embody many of the guiding principles listed above, and their residents tend to display a strong sense of pride and community cohesion.

## Image

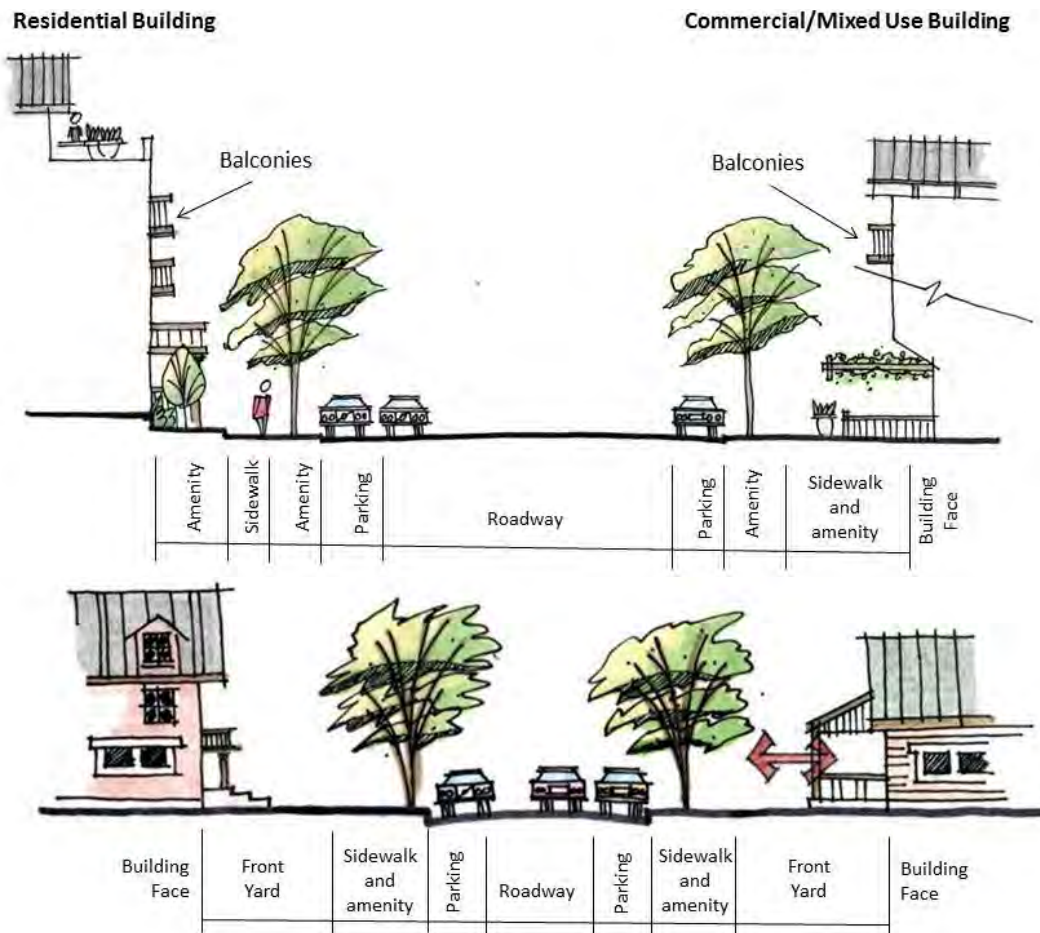
A city has a number of opportunities to create a positive community image. Most important among them are:

- The design and framing of streets (including streetscaping);
  - The design of civic buildings;
  - The interaction of buildings with the street and their surroundings
  - The location and design of public and private open space; and
  - The ability to regulate building form in certain situations.

In terms of image and placemaking, Frisco has successfully incorporated these concepts into projects such as:

- Frisco Square, which includes City Hall, Frisco Bridges, Dr. Pepper Ballpark, Dr. Pepper Arena, Toyota Stadium, Newman Village, Griffin Parc (Phase 2) and mixed-use buildings with urban living units, retail and restaurants;
- Stonebriar Commons, which features employment and shopping areas, hotels and planned residential units; and
- The proposed Grand Park, which will include commercial and residential uses and a major open space area.

Building on these and other positive examples will help to further distinguish Frisco as a premier city for living, doing business and visiting.





Frisco Square serves as the heart of the community and is an investment in the City's future. As each building is constructed in this civic mixed-use center, it enhances the sense of place and becomes increasingly more active with pedestrians and events. The layout and buildings are based on timeless principles and will serve future generations of Frisco residents well.



Newman Village is a good example of a walkable neighborhood that includes homes facing open space, public art and generous landscaping and streetscape, all of which will increase the value of properties not only now, but also in the long term.



Open space will be a major visual and recreational amenity for the City and will attract a broad range of development activity. Its regional identity will enhance Frisco's image and result in increased value for projects located near it.

## Streets

Each of the streets on the left side of the pages below most likely meets zoning and engineering standards, but not all of them would convey a sense of Frisco as a desirable place. Some of the images represent streets that fall short of the target, either aesthetically or functionally, while others would support a positive perception of Frisco. A poor pedestrian environment results from the lack of interaction between the building and the sidewalk. Common issues include:

### *Commercial Streets*

- The images on the left contain few windows or entrances interacting with the street, which reduces pedestrian activity and safety.
- Narrow sidewalks make walking difficult for movement-impaired individuals and for socialization.
- A lack of shade also deters pedestrians.

**Not Preferred**



**Preferred**



**Not Preferred**



**Preferred**



### ***Residential Streets***

- Streets on the left are barren and discourage pedestrians and social interaction.
- Straight, treeless streets that are also wider than necessary encourage speeding.
- Large amounts of street and driveway paving absorb and radiate heat during the summer months when there are no trees to provide shade.
- Front-loaded garages on narrow lots present an unattractive face and severely restrict visitor parking.

**Not Preferred**



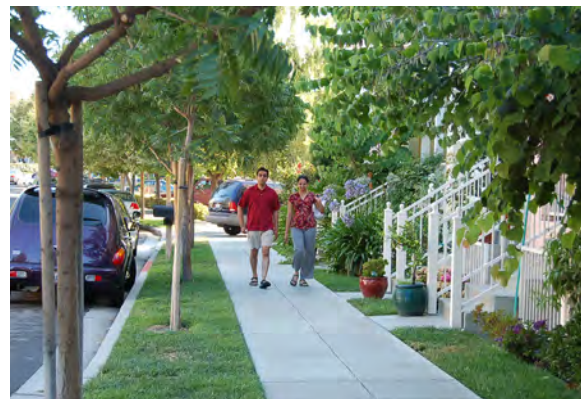
**Preferred**



**Not Preferred**



**Preferred**



### ***Residential Streets***

- Fencing homes and neighborhoods from local streets as shown on the left, reduces pedestrian safety, encourages speeding traffic and is not pedestrian-friendly.
- Street trees and on-street parking tend to slow traffic naturally, providing shade for pedestrians and a physical barrier to active traffic.
- The urban housing below left utilizes single gated entries on each block face, and at-grade units have relatively small windows which tends to prevent residents from having a feeling of ownership of the sidewalk and discourages pedestrian activity, both of which reduce safety and security in the area.

**Not Preferred**



**Preferred**



**Preferred**



**Preferred**



## Building Form

- Buildings on the left have long blank walls which are inappropriate in a pedestrian-oriented district.
- Buildings on the right have a more attractive presence and will draw pedestrian traffic.
- The buildings on the right can be easily repurposed rather than replaced, which reduces the length of time a building is likely to remain vacant before being torn down and replaced with something new.

**Not Preferred**



**Preferred**



**Not Preferred**



**Preferred**



## Site Layout

Site layout and design can have a big impact on creating long-term value and supporting community image.

- The large amount of parking located in front of the buildings on the left reduces the image of these properties (and of the City), a vital part of a commercial address.
- Retail that includes shaded walkways and places to sit and socialize tends to be more successful at attracting shoppers and reinvestment over time.

**Not Preferred**



**Preferred**



**Not Preferred**



**Preferred**



## Townhome

- Townhome buildings on the left present a public face dominated by garage doors.
- The amount of paving for driveways and the roadway will create a large heat sink during the warmer months.
- Buildings on the right with trees, front doors and windows on the street are likely to have a positive effect on residents and visitors as well as better long-term viability.

**Not Preferred**



**Preferred**



**Not Preferred**



**Preferred**



## Townhome

- Visitor parking is almost nonexistent in townhouse neighborhoods with front-entry garages because of all the driveway openings.
- Buildings on the right relate well to the sidewalk and encourage social interaction.
- Townhomes should have architecturally appealing end caps that create an interesting façade to the street and an inviting presence to the sidewalk.

**Not Preferred**



**Preferred**



**Preferred**



**Preferred**



## Public and Private Open Space

The integration of open space into both residential and commercial development provides focus and helps create a sense of community and a place where people can meet and engage with other users.

- Open space provided in the images on the left is greatly under-utilized and results in almost no premium value for the adjacent homes and may even be considered a liability by many potential buyers.
- Homes that face public open space benefit with a premium of up to 23% in value and improved safety.

**Not Preferred**



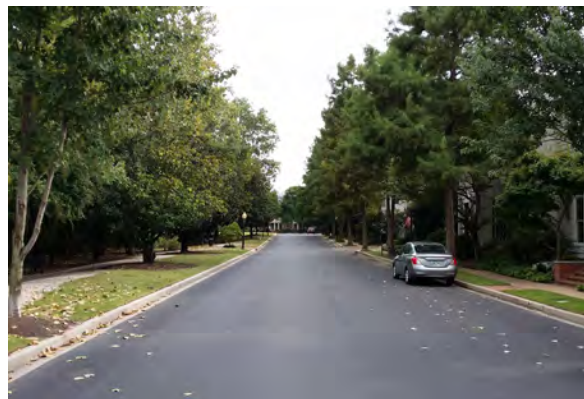
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**Not Preferred**



**Preferred**



## Public and Private Open Space

Open space, whether publicly or privately owned, can provide a landmark, a sense of place, a visual oasis and a gathering place for people of all ages and abilities.

- Examples of open space on the left do little to create value.
- Examples on the right provide a focus, shade and flexible space that can be enjoyed by a variety of people.

**Not Preferred**



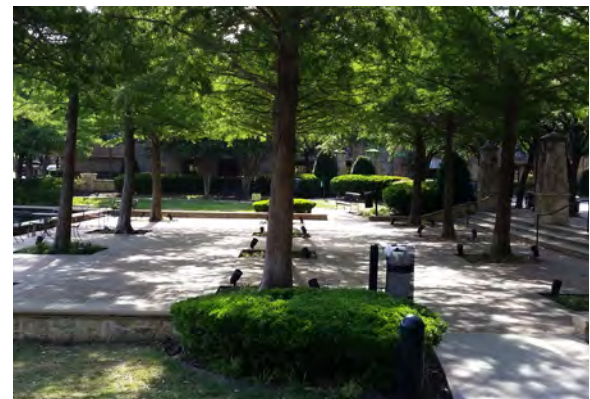
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**Not Preferred**



**Preferred**



## Public and Private Open Space

- Urban open space is often left over rather than planned and is not located to provide benefit to the ground floor businesses that surround it, like restaurants, bakeries and coffee shops.
- Shade and visibility is important to successful open space.
- Interjecting open space into an urban neighborhood creates an identity and an address.

**Not Preferred**



**Preferred**



**Not Preferred**



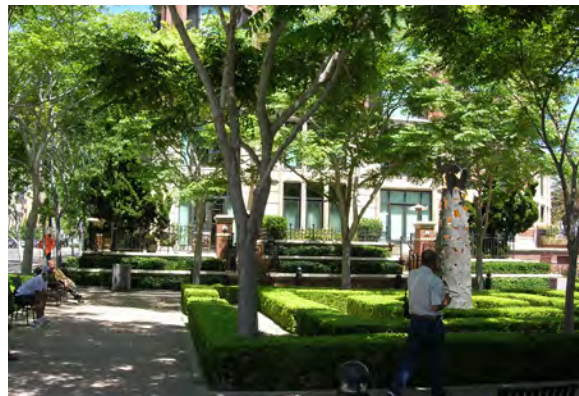
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## Response to Site Conditions

Several of these examples demonstrate the use of site conditions to create value for surrounding properties.

- A concrete-lined channel creates an ugly wound on the landscape and has the effect of lowering neighboring property values. The stormwater can also be dangerous during times of high rainfall volume.
- On-site storm detention is often maximized by using steep slopes which must be fenced for safety. These areas often become a maintenance problem over time.
- Utilizing a little more land, the storm storage area can become a major amenity as it has in Southlake Town Square and other areas.

**Not Preferred**



**Preferred**



**Not Preferred**



**Preferred**



## Response to Site Conditions

Appropriately handled, existing site conditions can give an area a sense of uniqueness and “place.”

- The simple act of facing a culvert bridge with stone can turn an eyesore into an amenity.
- Building an attractive bridge rather than using industrial-looking concrete culverts will add aesthetic appeal to an area.

**Not Preferred**



**Preferred**



**Preferred**



**Preferred**



## The Value of Place-Making

### The Importance of Creating Long-Term Value

Maturing suburban cities begin facing the challenge of aging properties, sagging property values and declining sales tax revenues at about the same time as the need for major maintenance occurs on crumbling infrastructure.

Placemaking techniques can help create and maintain higher property values and attract reinvestment. The application of placemaking principles, however, will not occur without City leadership.

#### Why is Creating Long Term Value Important?

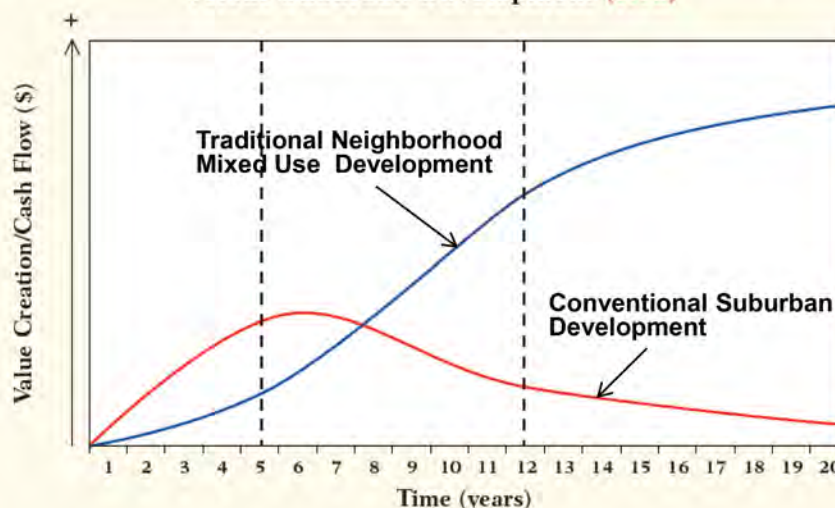


### Creating Value and Attracting Reinvestment over Time

There are two types of value—initial value and long-term value. Initial value benefits from meeting an immediate market demand and converting vacant land into a new use by improving it with buildings and utilities. Over time, however, the value of the investment often tends to decline (see the Leinberger graphic below), and this can be challenging for communities.

The graph shows that the value of the pedestrian-oriented mixed-use development rises more slowly in the early years but continues on an upward trajectory, while the value of single-lot strip development tends to peak at about seven years and then begins to decline. This is because in a mixed-use development, each building contributes to the attractiveness of the entire district, adding people and new uses and extending the pedestrian environment. As a result, the district as a whole becomes more attractive than the individual buildings.

**Figure 1. Financial Characteristics of Downtowns with Critical Mass (Blue) versus Suburban Development (Red)**



Source: Christopher B. Leinberger, Arcadia Land Co. and Robert Charles Lesser & Co.



People are drawn to areas that reflect timeless Placemaking principles. Cities know what will work but need to implement the measures that will ensure that a quality environment is achieved. The challenge is that the development community may have different objectives. Many, though not all, developers subscribe to a particular business plan: acquire land in an area that has a good marketing image; build a simple (low-risk) product as fast as possible and at minimal cost; sell it quickly; then move on to the next project. This is somewhat understandable as a business model, but it does not support a city's revenue-generating capacity.

The city has a fiscal obligation to its citizens to ensure that there is a diversity of commercial and residential projects, firmly based on quality Placemaking principles so that businesses and residents are committed to the city and their neighborhoods for the long term and will invest and reinvest in their properties.

The chart on the next page shows the difference between cities that have created "great communities" and attracted high levels of reinvestment and those that have not.

## Value of Public Open Space

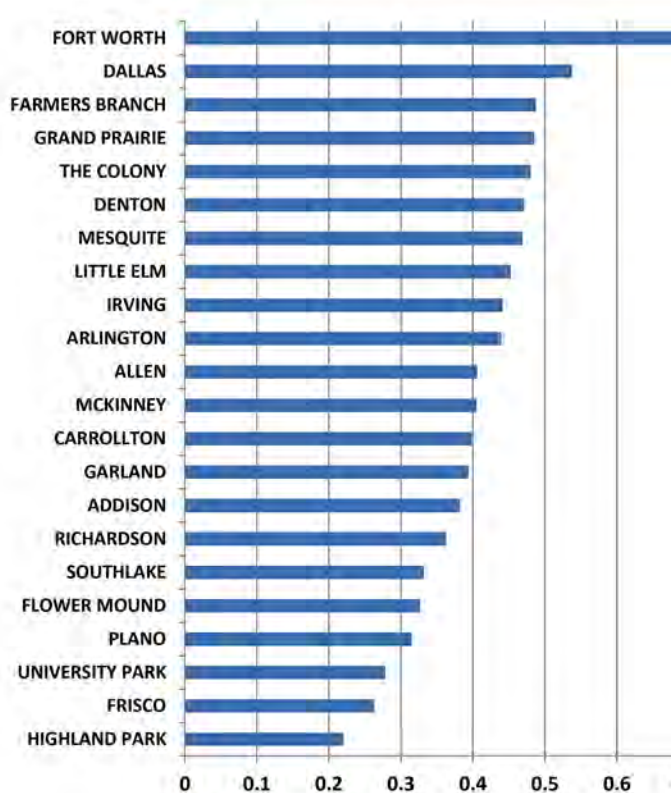
There are at least two proven techniques for enhancing property values and attracting reinvestment—the inclusion of public open space and the planting of trees.

The provision and integration of public open space, excluding active parks that are typically the responsibility of a city's Parks Department, can significantly enhance property values.

For residential neighborhoods, properties within 100 feet of a publicly accessible open space have a 23% value premium compared to the adjacent property, and there is actually a measurable premium for properties up to a quarter-mile away. In order to achieve this value bonus, however, homes must face the open space, not back up to it. Value is created where there are views to the open space from homes, where streets abut the open space and where pedestrian access is easy. There are many examples of well-designed open spaces in the region, including Bosque Park in Addison Circle and Flippin Park in Highland Park

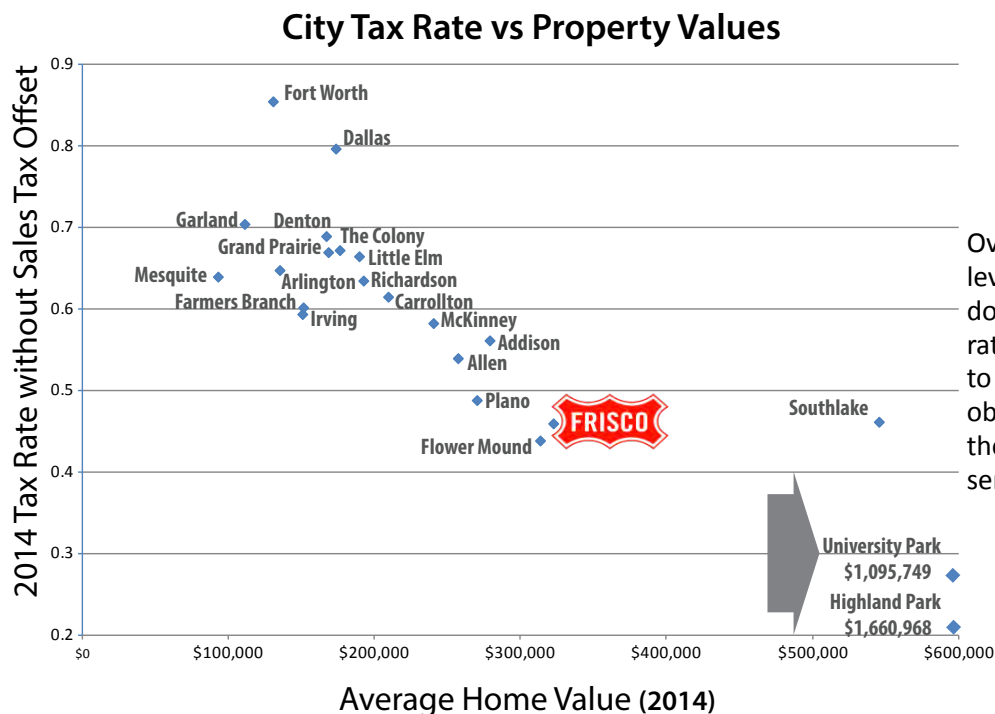


Example of value-creating open space: adjacent roadways, easy neighborhood access and homes facing the open space



Maintenance and operations portion of property tax, in major north Texas cities

Figure 3-1: Maintenance & Operations



Over time, if a high level of reinvestment does not occur, tax rates will have to rise to meet the city's obligation to provide the minimum basic services.

Figure 3-2: Tax Rate vs. Property Values

## Natural Features

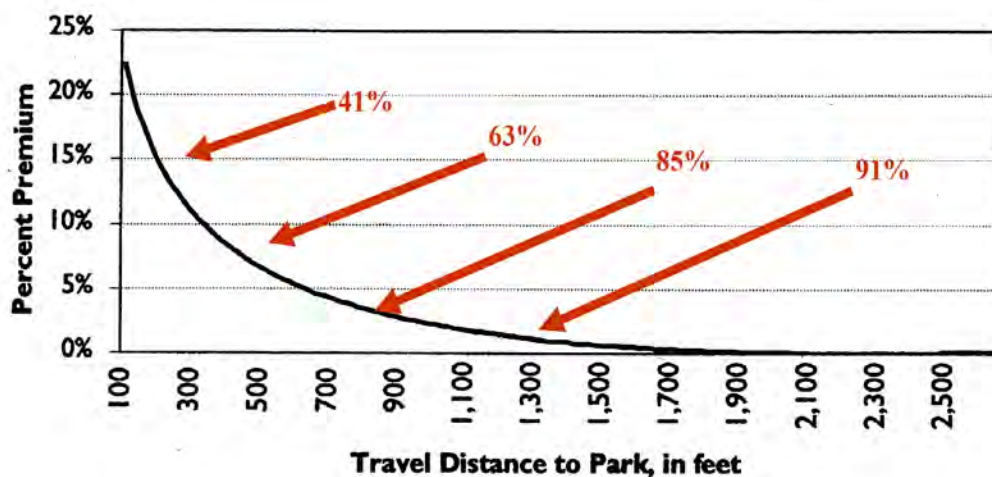
Expressing natural features like topography, vegetation, creeks and drainage can provide a community with personality and beauty, distinguishing it from neighboring cities and helping to define the community's unique DNA. Because natural features are generally limited in a community, it is in the city's best interest to cherish these amenities in the development of property to maximize land values and create uniqueness in the surrounding neighborhoods. Preserving a natural area as part of a development is simpler than trying to retrofit such an area, but reconstituting a concrete-lined drainage channel as a stream corridor is an example of a technique that can be used to return an area to its natural state as redevelopment occurs over time.

The preservation of Turtle Creek in Dallas and Highland Park has created a major amenity, a sense of identity and extraordinary value for the area. Working with the topography of Westover Hills in Fort Worth provided one-of-a-kind lots and legacy-caliber development. Acknowledging the existing topography and drainage pattern helped create a unique mixed-use retail and urban residential community at Southlake Town Square.



## The Value of Trees

Trees provide relief from the harshness of roads and buildings and have a significant effect on making both the indoor and outdoor environment more comfortable. For example, they can lower the ambient temperature by 7 to 11 degrees and reduce air conditioning needs by 25-30% and heating demand by 20-50%. The impact of a single tree on the value of the surrounding property can range from \$1,000 to \$10,000, and landscaping with trees can boost property value by up to 20%.



**Figure 3-3: Impact of Proximity to Park**

Source: Valuing Open Space: Land Economics and Neighborhood Parks  
Massachusetts Institute of Technology Center For Real Estate, and School Of Architecture. Based on MLS Data for 3,400 Home Re-sales Near 15 Neighborhood Parks



## Placemaking & Resiliency

Creating great destinations involves the development of places that people are attracted to—compact places that feel comfortable and provide opportunities for pedestrian activity and social interaction. This principle has great implications for those considering how to arrange land uses and how to design streets and buildings, especially at street level. These key consideration can combine to create a place that is much greater in total than the sum of its parts—a truly great place. Linking mixed-use and retail centers to their surroundings and other districts in the city is an important aspect of Placemaking. These great places should have clear edges, human-scaled architecture, walkable streets, public gathering spaces, attractive amenities and eye-catching detail.

Great streets comfortably accommodate multiple users—cars, pedestrians and bicycles—and are defined by buildings and streetscaping. This design approach will result in safe, easy circulation for both vehicles and people and will satisfy the goal of providing visual relief from expanses of hard concrete through the use of street trees and landscaping.

When streets are designed so that traffic moves at speeds of 20 to 25 mph, all users can share the street. Drivers are moving slowly enough to watch for pedestrians and to see signs and signals; pedestrians feel safe crossing the roadway; cyclists can blend in with vehicular movement.

Streetscapes should not be dominated by parking lots. Parking should generally be maximized on non-arterial streets to provide visitors and customers easy access to adjacent properties. Additional parking, including garages and loading bays, should be relegated



to secondary streets and alleys and the center of blocks which are largely lined with buildings and landscaping.

Parking should also be shared among the non-residential uses in mixed-use districts to minimize the amount of parking that is reserved for individual users. This technique improves the efficiency of parking and reduces the total number of spaces that must be built to accommodate development. One way to accomplish this objective in larger development parcels is to establish a parking district that would consolidate employee and visitor parking in locations meeting the criteria outlined above. This approach could also accommodate changes in uses without triggering the requirement for the construction of new parking facilities. A district of this sort could be managed by a parking authority or a district association.

The concept of building for the long term promotes the construction of a high-quality infrastructure of buildings that do not have to be demolished once the original tenant has vacated.

Great cities contain buildings that are well-sited, constructed for pedestrian access and provide a feeling of enclosure for the adjoining public space, including streets, open space and plazas.

A combination of flexible building types, a flexible site layout and focusing retail and mixed-use into compact pedestrian-oriented centers can help expedite the reuse,



reinvestment and re-purposing of buildings, encouraging people to stay, socialize and reinvest in the development.

Integrating a variety of uses within a development supports the concept of creating engaging places by mixing land uses—retail, personal service, residential and office—to help animate the area by encouraging activity during the day, in the evening and on weekends.

Flex space that can accommodate either retail or restaurant uses should be constructed along primary pedestrian corridors and should incorporate windows and entrances that open directly to the sidewalk. These spaces can be populated with stores, restaurants and “third places”—places that are neither home nor work, but where people meet, visit and exchange ideas. They also help create an engaging walking environment.



Flex space at-grade can be defined as building space which has at least a 14-foot clear ceiling height and a façade that has the structural capability to accommodate changes in the amount of glazing and the number of entries.

Compact centers should also have pockets of green space connected to neighborhoods, ADA-compliant trails and cultural and recreational activities. Green spaces, parks and plaza will provide focus for the center and surrounding neighborhoods and the trail connections will help link users to their destinations.

A range of neighborhoods and housing choices should also be encouraged in order to fill a variety of needs and markets. These choices could include:

- Lofts with or without retail/ flex space at grade;
- Urban living units;
- Live/Work units;
- Townhomes;
- Detached single-family residences; and
- Estate homes.

The principle of creating great places works well with the changing demographics in Texas and the nation. Young professionals, young couples and retirees are attracted to mixed-use, pedestrian-oriented centers because they want to be near activity, and they tend to have high levels of disposable income to support restaurants and other businesses.

Developing with the natural environment in mind capitalizes on site conditions such as topography, drainage, views and vegetation to make a development distinctive and special and to create lasting value. Natural areas can produce both practical and physical benefits for the people who experience them, allowing some individuals to retreat to the outdoors for relaxation and others to spend their time outside taking part in recreational activities. Either way, spending time outdoors can contribute to an individual's improved mental



and physical health by providing respite from the rigors of daily life.

An astute developer will recognize the added value that trees, water and unique land formations can bring to a project and design with the natural environment rather than trying to minimize it. City officials and citizens should encourage, and perhaps require, that natural areas be preserved for the betterment of the community and the people in it, even in the heart of the urban environment. The City should determine how aggressive it wants to be in its pursuit of preserving natural features.

Developments that incorporate sound Placemaking principles as a fundamental part of the design process will stand out as unique, identifiable places that attract businesses and residents and create higher property values in both the short term and the long term.





# 4 | LAND USE

## Land Use Principles

- PRINCIPLE 1:** Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.
- PRINCIPLE 2:** Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.
- PRINCIPLE 3:** Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative design.
- PRINCIPLE 4:** Create dedicated land use and infrastructure policies that focus on Center City.

## Introduction

This Chapter summarizes a formal Land Use Strategy for the City of Frisco, considering and building upon the Land Use Strategy in the City's 2006 Comprehensive Plan. This Land Use Strategy is one of many important tools for identifying a prosperous path forward for the City. This direction is established through a series of implementation strategies that will help City leaders make important decisions regarding the land use pattern of the community. These decisions will impact the City's infrastructure, municipal services and economic resiliency. The Strategy establishes an overall framework for the preferred pattern of development within Frisco by designating various geographical areas within the City for particular land uses based principally on the specific policies outlined in this chapter. The Land Use Strategy is depicted in graphic form as the Future Land Use Plan (*Figure 4-2*) This Future Land Use Plan will be an important guiding document in the review of zoning and development plan applications.

It is important to remember that, as Chapter 212 of the Texas Local Government Code states, "A Comprehensive Plan shall not constitute zoning regulations or establish zoning boundaries." The Future Land Use Plan is not a zoning map, which deals with specific development requirements on individual parcels. Rather, it is a high-level policy document designed to help guide decision-making related to rezoning proposals and for assessing the appropriateness of a particular land use at a specific location within the community. A property owner may choose to develop under the existing zoning regulations regardless of the Future Land Use Plan; however, if a property owner makes an application for rezoning, the 2015 Comprehensive Plan should be an important consideration in the City's approval or disapproval of the proposal.

This chapter generally addresses only the Land Use Principles, Land Use Policies and Future Land Use Plan. The following elements are fully addressed in the *appendix section* of this 2015 Comprehensive Plan:

- Existing Land Use
- Population and Demographics
- Guiding Principles
- Land Use Policies
- Future Land Use Plan

In terms of the relationship between this section and the City Council's Strategic Focus Areas, the Plan establishes a strategy that promotes:

- High-quality development in a compact urban environment (where possible) and seeks to ensure that the necessary infrastructure and open space can be provided and maintained to support a superior quality of life for residents and businesses (*see Chapter 3, Place-Making and Resiliency*);
- A sustainable future for the community, helping to ensure that Frisco is not oversaturated with respect to certain land uses, that goods, services and opportunities are available to Frisco residents and that the City has a diverse, sustainable land use pattern which preserves Frisco's solid economic position. (*see Chapter 5, Economic Strategy*);
- The proper location and placement of land uses with respect to the natural environment and in relation to potentially incompatible land uses to create a more resilient city (*see Chapter 7, Ecology and Natural Resources and Chapter 3, Placemaking and Resiliency*); and
- A strong downtown core for the city and acknowledges that this core is the heart of Frisco.

## Land Use Policies

The Land Use Policies below are derived from the Guiding Principles and the Council's *Strategic Focus Areas* and are intended to work in conjunction with the Future Land Use Plan to create a successful future for the City of Frisco. These policies, which include some of the strategies from the 2006 Comprehensive Plan, were used to help guide the development of the *Place Types* and determine the appropriate locations for each type within the Future Land Use Plan. The 2006 principles and policies were vetted as part of the market for traditional garden apartments (MF) continues to – 2015 planning process, and the ones that remain in this document were deemed to be valid and to support the direction of the updated plan. (*See also A2 Land Use.*)

### 1. Encourage sustainable, unique and accessible retail development

The design of retail areas has continued to evolve over time. Today, this category typically includes both single-use and mixed-use retail centers that compete for high-visibility intersections and roadway corridors. In many cases, they are only accessible by automobile. Future retail and commercial development in Frisco should embrace the mixed-use development pattern.

### 2. Provide urban residential units as one component of a mixed-use environment.

The market for traditional garden apartments continues to wane as mixed-use concepts that have a multi-family component are capturing an increased share of the market. The density that is provided by urban residential development is necessary to support the commercial uses identified in the Future Land Use Plan, and urban residential development (UL) with a variety of unit types, such as condominiums and large lofts, is not only ideal in terms of supporting surrounding uses, but also in providing housing choices for young professionals, young married couples and seniors. New

garden apartments are not included in the Future Land Use Plan and are only expected to occur in the future where the corresponding zoning exists today.

### **3. Respect significant local destinations.**

The City's many unique sports venues—Toyota Stadium, Dr. Pepper Ballpark, the Superdome, Central Park, Frisco Commons—have helped to make Frisco a recognized destination City. Other significant local destinations include the old downtown area, Frisco Square and Stonebriar Center. These areas are important to the City for a variety of reasons. They provide uniqueness, allow for spectator recreation and preserve local history. They are also important as economic and activity generators that are patronized by citizens and visitors alike. The Future Land Use Plan respects these destinations. Future land use decisions regarding the areas surrounding them should be considered with the goal of ensuring their continued success and sustainability.

### **4. Encourage mixed-use developments in selected areas.**

The Future Land Use Plan has been designed to support this policy with several land use categories intended to encourage a mix of uses—specifically, the Mixed-Use Neighborhood, Transit-Oriented and Urban Center development categories. The Mixed-Use category has been retained, with some modifications. In each of these, the integration of a variety of uses should be supported. These mixed-use categories should not be fully developed with high-density residential uses such as apartments, which are intended to be only one component of this type of development.

### **5. Provide for a variety of residential development.**

Frisco has largely been developed over the last 10 to 20 years, and traditional suburban subdivisions continue to be the norm. As

was noted in the 2006 Plan, high-quality housing is in good supply in Frisco, unlike in many cities in the region; however, the lack of diverse housing continues to be an issue, and this has likely affected Frisco's demographics. Specifically, the City continues to attract only small percentages of young, single adults and seniors. This lack of diverse housing types has economic implications as it impacts the ability to attract a variety of employers. (*See also A4 Market Context*)

### **6. Support downtown Frisco (the original town).**

The old downtown area is an interesting and unique part of Frisco. The goal is to encourage preservation of its unique character and to permit a mixed-used development pattern with a distinctive atmosphere and special qualities.

### **7. Encourage development in infill areas and adjacent to existing developed areas.**

The term “urban sprawl” can be defined and assessed as follows: “Land development predominantly on the urban or suburban fringe that is characterized by low-density, separated and dispersed uses dependent on automobiles and economically segregated residential areas. This (type of development) has contributed to environmental degradation, increased traffic congestion, lessened community values and reduced quality of life.”<sup>1</sup> One of the goals of this plan is to avoid creating environments with the characteristics of urban sprawl.

### **8. Establish specific policies for major transportation corridors.**

In general, single-family residential neighborhoods should not be located or accessed along major transportation corridors, which are more appropriate for

1 Corrigan, Mary Beth, et al. Ten Principles for Smart Growth on the Suburban Fringe. Washington, D.C.: ULI – the Urban Land Institute, 2004. (Catalog Number T24.)

either higher-density residential or non-residential development.

**9. Support existing development.**

The City should allocate resources on an annual basis to maintain the developed parts of Frisco to a level of quality consistent with the community in general. Non-residential and residential infill development should be encouraged, and wherever possible, this development should take advantage of existing infrastructure and be designed so that homes are oriented toward parks and open spaces.

**10. Integrate land uses with the transportation system.**

Transportation is inherently linked to land use. The type of roadway dictates the most appropriate use of adjacent land, and conversely, the type of land use dictates the size, capacity and flow of the roadway. Nonetheless, roadways are often developed and improved only on the basis on the amount of traffic they are carrying or are expected to carry, without much consideration for the existing or expected land use. It is recommended that the City adopt policies that relate the type and intensity of land uses with the transportation system that serves them.

**11. Provide positive land use relationships for public/semi-public uses.**

Land uses should be appropriately sited to ensure compatibility of operating hours, traffic impacts and function. Mixed-use or multi-use development patterns are encouraged.

**12. Provide for proper transitions between land uses.**

On occasion, the owner of land designated and/or developed for residential purposes may have a desire to develop the property for non-residential uses. In that case, the

City should require an appropriate transition between the incompatible uses, such as physical separation, a transitional land use or another measure or combination of measures appropriate to the specific situation.

## Future Land Use Plan

The Future Land Use Plan (FLUP) is based on numerous meetings with the public, the City Council, the Planning & Zoning Commission, the Comprehensive Plan Advisory Committee (CPAC), the and City staff.

The Future Land Use Plan is not a zoning map, and it does not, by itself, directly affect the regulation of land within Frisco or the Extra Territorial Jurisdiction (ETJ). The Future Land Use Plan is a graphic depiction of Frisco's ideal land use pattern. It should be used by the City to guide future decisions on proposed zoning and development applications and development standards.

While the Future Land Use Plan is an integral part of the overall strategy of the 2015 Comprehensive Plan, the land use policies that support it are also important. These policies are contained in the previous section of this chapter. The descriptions, corresponding map colors and pictures below are provided to clarify the various Place Types shown on the draft Future Land Use Plan.

## Place Types

Place Types represent the various categories of land use permitted in the city. Place types are assigned to general areas of the city that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Future Land use Plan builds upon 11 different Place Types which are identified and described on the following pages.

## Suburban Neighborhood (SN)

*(Local Examples – Stonebriar, Newman Village, Plantation, Chapel Creek, Hunter's Creek)*

### Character & Intent

Suburban neighborhoods will continue to be the dominate place type in Frisco, supporting multiple generations with residential products ranging from estate residential to townhomes. These neighborhoods would generally be formed as subdivisions with residential densities ranging from 0.5 to 8 dwelling units per acre. This place type includes single-family homes in both detached and attached designs.

### Land Use Considerations

#### Primary Land Uses

Single-family detached homes, duplexes, townhomes

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Town Center (TC)

*(Local Examples – Frisco Square, Southlake Town Center)*

### Character & Intent

Frisco's Town Center(s) will be locally-serving areas of economic, entertainment and community activity. They will be employment centers and shopping destinations for surrounding mixed-use or urban neighborhoods, and will provide a civic component where the community can "come together." Buildings will typically be two or more stories with urban residential units over storefronts. The development will encourage active living, with a network of walkable streets.

### Land Use Considerations

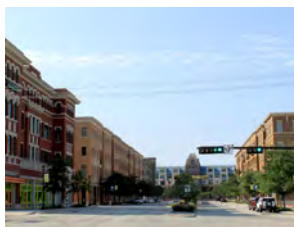
#### Primary Land Uses

Single-family detached homes, duplexes, townhomes, urban residential, senior housing, restaurants, community-serving commercial, professional office, live/ work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks, community buildings

### Precedent Photos



## Mixed-Use Neighborhood (MXD)

(Local Examples – The Canals at Grand Park, Stonebriar Commons, Addison Circle, West Village, West 7th)

### Character & Intent

Mixed-use neighborhoods will offer Frisco residents the ability to live, shop, work and play, all within their own neighborhood. These neighborhoods will offer a mix of housing types and residential densities ranging from small lot single-family detached units to urban residential structures within walking distance of the goods and services required for daily living. They will include both vertically and horizontally-integrated mixed-use buildings.

### Land Use Considerations

#### Primary Land Uses

Mixed-uses, retail, restaurants, townhomes, urban residential, senior housing, professional office, live/work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks, community buildings, single-family detached.

### Precedent Photos



## Transit Oriented Development (TOD)

(Local Examples – Mockingbird Station, East Side Transit Village)

### Character & Intent

Transit-oriented development will create a higher –density mix of residential and commercial development within walking distance of transit, (rail and bus rapid transit). In Frisco, this development is expected to be more focused on housing, with higher-density residential development within one-quarter mile of a future transit stop and excellent pedestrian facilities to encourage public transit use.

### Land Use Considerations

#### Primary Land Uses

Townhomes, urban residential, senior housing, restaurants, regional commercial/retail, professional office, live/work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks, community buildings

### Precedent Photos



## Urban Center (UC)

*(Local Examples – Legacy Town Center, Preston Center, State Farm Complex)*

### Character & Intent

Urban Centers will contain the highest intensity of development in Frisco. These centers will provide locations for both major corporations and their suppliers and smaller locally-based entities that desire a more urban environment. While these centers will focus primarily on employment, they also offer a mix of higher density housing, retail and entertainment choices in a scale that is walkable and encourage urban style living. This is a place type desired by millennial residents and emerging businesses.

### Land Use Considerations

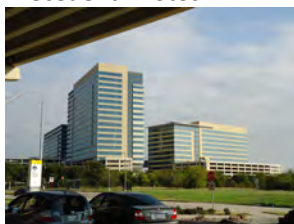
#### Primary Land Uses

Professional office, corporate office, townhomes, urban residential, senior housing, restaurants, retail

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Suburban Regional Activity Center (SRAC)

*(Local Examples – Stonebriar Centre, Dr. Pepper Park, Toyota Stadium, Multi-Purpose Event Center)*

### Character & Intent

Frisco's suburban regional activity centers will continue to evolve as Mixed-Use centers developed around regional attractions such as entertainment venues, shopping malls or lifestyle centers. While the primary use will continue to be the major draw, a mix of supporting uses including retail, restaurants and residential uses, ranging from urban residential to townhome units.

### Land Use Considerations

#### Primary Land Uses

Regional attractions/venues, urban residential, senior housing, hotels, professional office, corporate office, restaurants, multi-tenant commercial, big box commercial, live/work/shop units

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Commercial Node (CN)

*(Local Examples – Multiple Nodes at Major Intersections in Frisco)*

### Character & Intent

Frisco's commercial nodes are characterized by single- or multi-tenant commercial centers located at major intersections. They are typically adjacent to Suburban Neighborhoods and provide for the everyday goods and service needed by the residents in these neighborhoods.

### Land Use Considerations

#### Primary Land Uses

Retail, restaurants, multi-tenant commercial, junior anchor commercial.

#### Secondary Land Uses

Civic & institutional uses, parks

### Precedent Photos



## Business Park (BP)

*(Local Examples – Hall Office Park, Galatyn Park)*

### Character & Intent

Business parks will provide a major employment base for Frisco and the region, and a higher level of in-town employment options for Frisco residents. Typical uses will include professional offices and limited supporting retail and restaurant uses to support a range of professional activities.

### Land Use Considerations

#### Primary Land Uses

Professional office, corporate office, supporting retail, restaurants

#### Secondary Land Uses

Retail, restaurants, civic & institutional uses, commercial, parks

### Precedent Photos



## Industrial Park (IP)

*(Local Examples – Alliance Center)*

### Character & Intent

Industrial parks will round out the employment-oriented place types in Frisco. These developments will focus on light industrial uses, including clean manufacturing centers, technology/data centers and other uses that would typically occupy flex space in commercial buildings.

### Land Use Considerations

#### Primary Land Uses

Manufacturing centers, technology/data centers and flex office

#### Secondary Land Uses

Civic & institutional uses, commercial (serving primarily industrial buildings), parks

### Precedent Photos



## Other Land Use Categories:

- **Public / Semi- Public:** Uses include civic and institutional uses such as schools, police and fire stations, libraries, etc.
- **Park:** Public open space and park sites.
- **Floodplain:** Creek corridor and floodplain.

## Revisions to FLUP

The Future Land Use Plan is identical to the 2006 Future Land Use Plan in most parts of the City (Figure 4.1). The major updates to the land use pattern in the 2014 – 2015 Future Land Use Plan occur along the Dallas North Tollway and on the Brinkmann Ranch property updates include:

- The predominant place type in the city is Suburban Neighborhood, and employment-related Place Types are focused along the DNT, SH 121 and US 380.
- The DNT corridor includes nodal type development with Urban Center and Business Park Place Types.
- The Future Land Use Plan also provides an opportunity for a focal point/identity feature at the intersection of DNT and US 380 and continues the emphasis on transit-oriented patterns at the locations designated as potential future transit stations.
- An Urban Center place type is shown on part of the Brinkmann Ranch site to indicate the level of development currently entitled on the property under resolution 02-04-78R development agreement established for the property, refer to PD-3 & PD-43.
- An emphasis on creek corridors provides natural open space and locations for trail connections throughout the city.

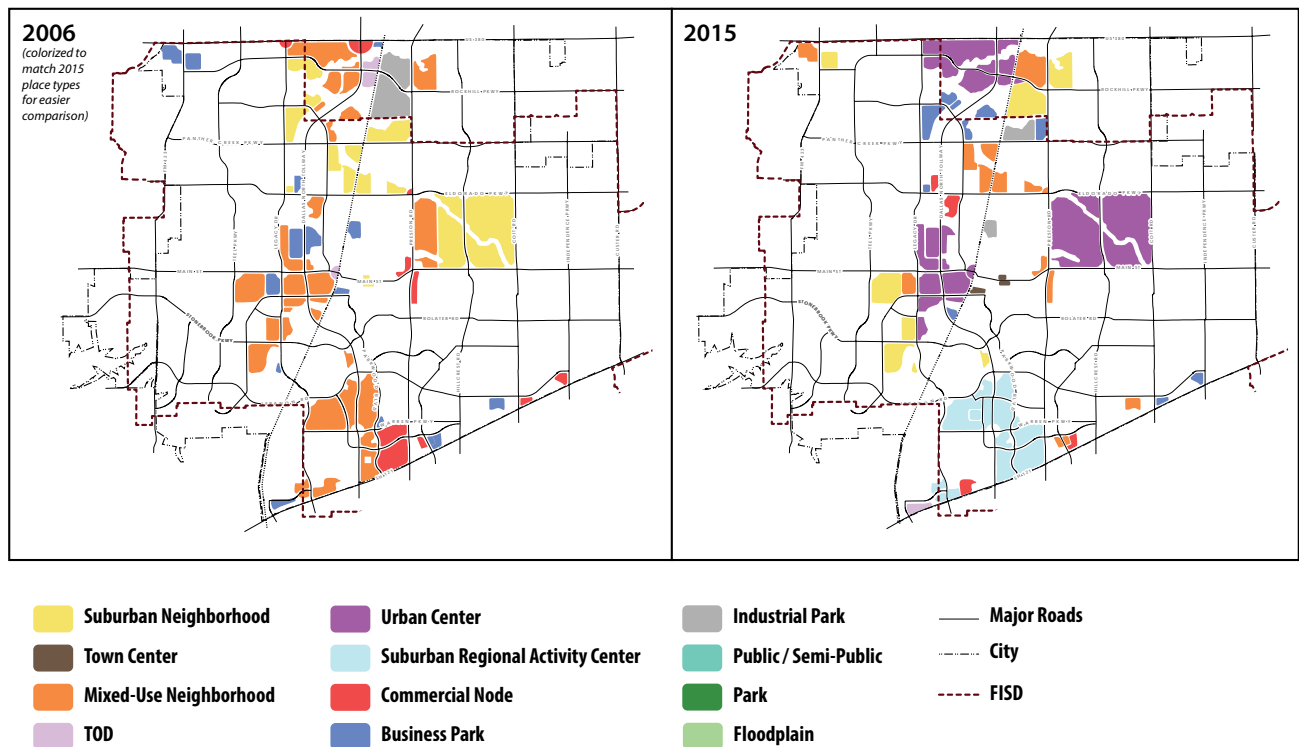


Figure 4-1: Comparison of 2006 Plan to FLUP



## Future Land Use Plan

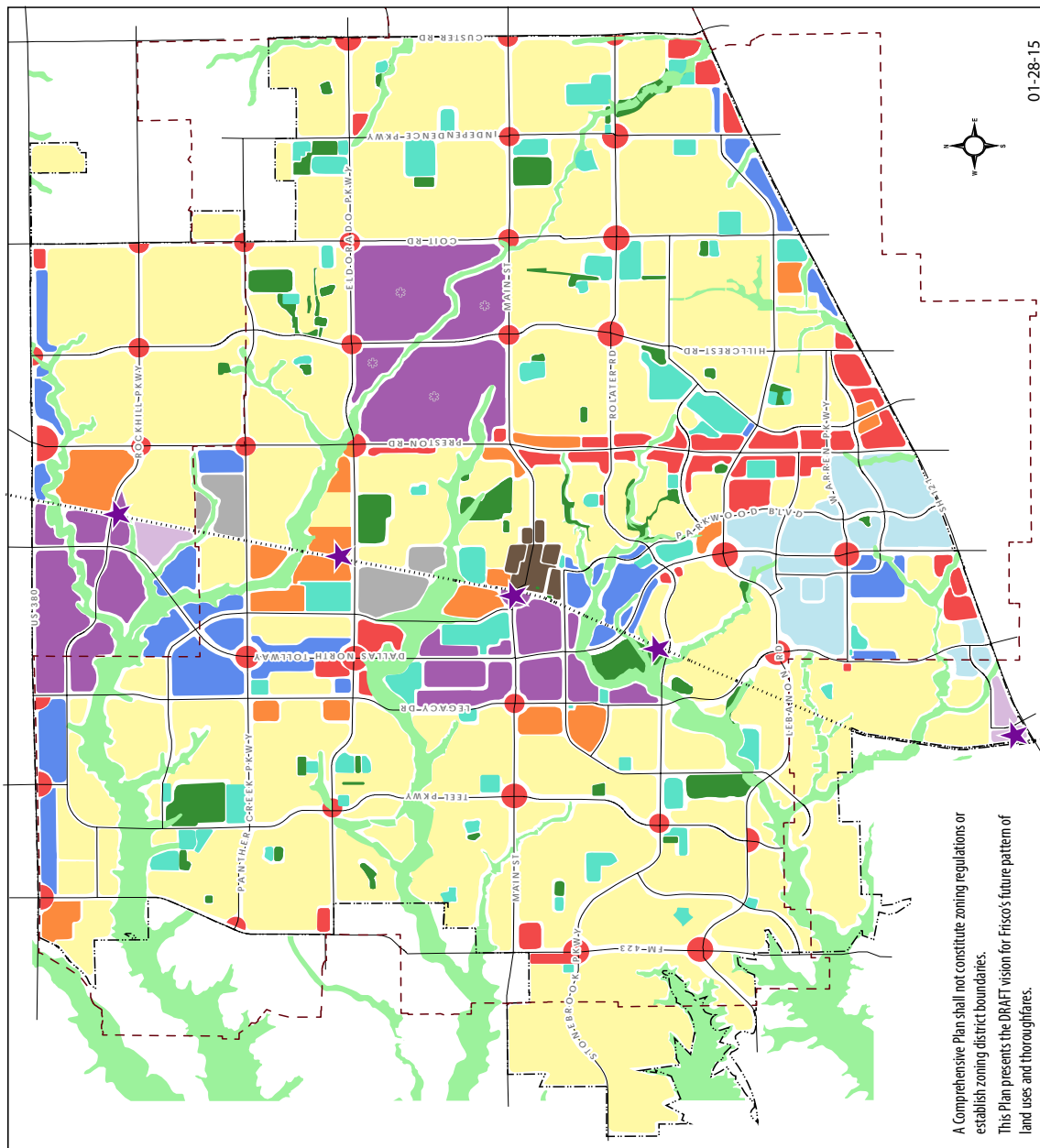


Figure 4-2: Future Land Use Plan

## Place Type Calculations

Table 4.1 lists the categories of land use by acreage and percentage of land area, excluding major rights-of-way. This information was calculated based on the recommended pattern of land use depicted graphically on the Preferred Land Use Scenario. Since the 2006 Plan, Frisco has annexed almost all of the available ETJ land. For this reason, the table below consolidates the calculations for the land within the City limits and within the ETJ.

Land Use Category	Acres	Percent
Suburban Neighborhood	5,551	40%
Mixed-Use Neighborhood	954	7%
Transit Oriented Development	165	1%
Urban Center	3,248	23%
Suburban Regional Activity Center	592	4%
Commercial Node	1,258	9%
Business Park	1,643	12%
Industrial Park	330	2%
Public/ Semi Public	100	1%
<b>Total by Place Type</b>	<b>13,840</b>	<b>100%</b>
Remaining City Acreage	30,978	
Total City Acreage	44,818	

Table 4-1: Future Development Areas, Vacant Land

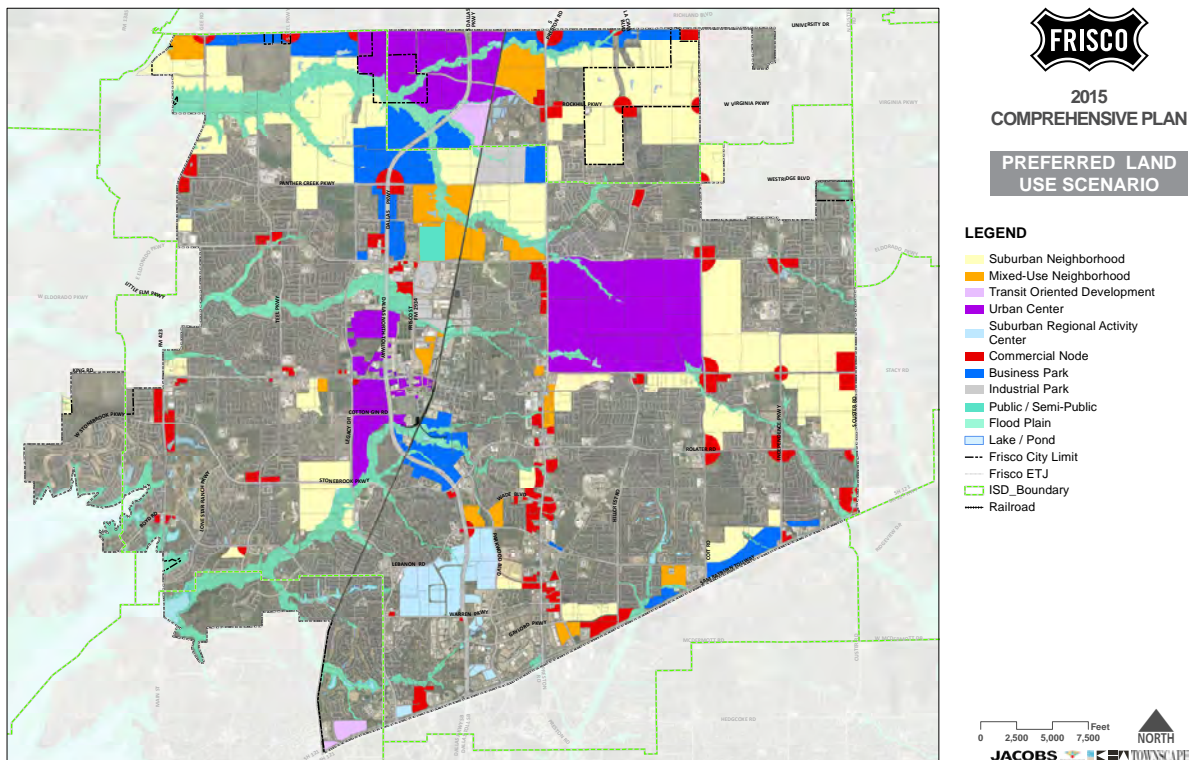


Figure 4 -3: Future Development Areas, Vacant Land



## Economic Strategy Principles

- PRINCIPLE 1:** Continue to diversify the local economic base and strengthen and stabilize the tax base.
- PRINCIPLE 2:** Create quality working environments that foster an attractive sense of place.
- PRINCIPLE 3:** Encourage a full-service array of retail and service opportunities.
- PRINCIPLE 4:** Ensure that a broad range of housing alternatives are available for employees, employers, and residents transitioning to various lifestyle stages.
- PRINCIPLE 5:** Encourage dialogue between local colleges and universities, private sector businesses and the City's partner agencies to create programs that will develop a high-quality workforce by making opportunities for life-long learning accessible.

## Economic Strategy

The Economic Strategy, a new component not included in the 2006 Comprehensive Plan, is one of many important tools for identifying a prosperous path forward for the City. The City of Frisco is at a pivotal point in growing and diversifying its economic development infrastructure.<sup>2</sup> Frisco has long benefited from its geographic location along the Dallas North Tollway (DNT), maintaining an impressive rate of growth within the Dallas-Fort Worth Metroplex and emerging as a regional hub for commerce and industry. This success has allowed the City to be discerning in its approach to economic development and to set the highest quality standards for new growth and development.

As the Metroplex continues to be among the fastest growing regions in the U.S., Frisco will face increased competition from other DFW communities. Regional transportation improvements such as the President George Bush and Sam Rayburn Tollways (SH 190 and SH 121) are already shaping future employment growth, and the DNT and U.S. 75 will continue to provide attractive environments for business and commerce. Frisco's strategic location along two of these major transportation corridors should continue to give it a strong locational advantage for economic growth. The City's foremost economic challenge over the next 20 years will be to continue to diversify its employment base to maintain a balanced community, from both a market and a fiscal perspective.

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2

Economic development infrastructure = people + infrastructure + sites and buildings + incentives + business climate + quality of life.

The strategy described in this plan addresses the City Council's Strategic Focus Areas related to Long-Term Financial Health and Sustainable City and builds upon Frisco's established position as an economic development leader in North Texas. It advocates that the City keep a close eye on the opportunities for expansion and diversification of the local economy that will present themselves in the future. This diversification will help Frisco maintain economic viability during fluctuating economic cycles and allow the City the luxury of being selective as to the type and quality of future development opportunities.

Providing a variety of housing choices will promote the concept of "aging in place" and offer housing opportunities to a wide variety of socioeconomic groups. These housing types can range from workforce housing for Frisco's expanding service employment base to executive housing for professional and management employees.

In association with aging in place, creating interesting and appealing workplace environments will promote a strong connection between residents and employees, for example high school graduates who might leave the community to seek employment elsewhere or retirees embarking on encore careers. These are the types of environments required to attract highly-skilled, high-income workers and jobs and will likely involve:

- The beautification of major transportation corridors;
- The provision of trails, open space and public gathering spaces;
- The use of innovative architecture and site design; and
- The availability of alternative transportation choices.

Finally, by offering a broad array of retail and service activities within the community, the need for residents, employees and visitors to leave Frisco to purchase goods and services elsewhere will be reduced, and the City's revenue base will be enhanced.

## Detailed Market Analysis

An analysis of current and future market trends for various land uses was completed to provide both a baseline for the planning process and a roadmap for identifying future opportunities. The purpose of the market context analysis was to:

- Assess current and future market conditions in the DFW Metroplex;
- Evaluate the City of Frisco's current and future attractiveness for various land use types within the DFW Metroplex;
- Ensure planning and investment decisions for the City are grounded in market and economic reality; and
- Provide an independent, third-party story to tell potential developer and investor audiences.

The findings of this detailed analysis are contained in *A4 Market Context*.

## Economic Policies

These policies are derived from the Economic Strategy Principles and are designed to help guide the development/redevelopment of land uses in a market-supportive and fiscally responsible manner.

1. Promote higher density mixed-use development in order to create vibrant live-work-play activity centers in targeted areas as depicted on the Future Land Use Plan.
2. Ensure that economic development objectives are included in the evaluation of all future City infrastructure and amenity projects.
3. Foster the creation and growth of small businesses.
4. Identify and develop collaborations to fill gaps in the capital market that fund business start-ups, retention and expansions.
5. Tailor retail economic development efforts to meet the needs of those retailers who can complement, rather than compete with, Frisco's existing retail base.
6. Encourage the development of housing product types which help to diversify Frisco's existing housing stock.
7. Establish policies for potential redevelopment areas.
8. Prepare detailed marketing materials which describe and quantify opportunities for new development and redevelopment within targeted areas.
9. Ensure that new development/redevelopment submittals are evaluated from a fiscal impact perspective, quantifying City operating revenues and expenditures as well as capital impacts.
10. Expand the pool of quality workers within Frisco that will support strategic targeted businesses.
11. Benchmark Frisco's economic success on a periodic basis (e.g., annually) using a range of market and economic variables that could be compared to other cities of similar size (either locally or regionally).

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## 6 | PUBLIC HEALTH & SAFETY

### Public Health & Safety Principles

- PRINCIPLE 1:** Promote community well-being by designing Frisco's neighborhoods, thoroughfares and public facilities so that residents can choose an active, healthy lifestyle.
- PRINCIPLE 2:** Provide access to walking and biking trails for people of all ages and physical abilities within and close to Frisco neighborhoods.
- PRINCIPLE 3:** Use Code Enforcement and the Housing Rehabilitation Program, which provide assistance to those with special needs—elderly, disabled and economically disadvantaged persons—as part of the strategy for helping Frisco neighborhoods remain desirable over time.
- PRINCIPLE 4:** Use Code Enforcement and the Affordable Housing Division as tools to implement the City's Neighborhood Partnership Plan (NPP), including a focus on older neighborhoods, and evaluate the NPP every five years for its effectiveness and any needed updates.
- PRINCIPLE 5:** Continue to use the City's annual inspection of multi-family units to ensure that apartments and urban living units are code compliant.
- PRINCIPLE 6:** Address the desire of all people in Frisco, including those with special needs, such as the elderly, disabled and economically disadvantaged, to live active lives and find the resources necessary to meet their daily needs.
- PRINCIPLE 7:** Identify services and programs that can help Frisco residents who are struggling meet their most pressing needs—transportation, affordable housing and mental health services—in an efficient and economical way.
- PRINCIPLE 8:** Train staff to work with applicants in the design of Frisco's neighborhoods and business areas for safety using the principles of Crime Prevention through Environmental Design (CPTED)—a technique that uses design features such as fencing, lighting, open views and access control to deter crime and enhance the police department's efforts to maintain a secure community.



## Community Well-Being

For more than a decade, one of the Frisco City Council's *Strategic Focus Areas* has been to "... provide quality programs and services which promote community well-being." The concept of well-being is multi-faceted. It encompasses aspects such as health, happiness, safety, comfort and prosperity and focuses not only on the health of the body, but on the health of the mind and the fulfillment of the individual. The influence of a city on some of these factors is limited, but a municipality can directly affect others.

The goal of public health should be not only to improve the physical condition of the people in a community—increasing activity levels, reducing the incidence of disease such as obesity and diabetes, encouraging smoking cessation—but also to create an environment for better economic and social conditions in a community—attracting employment and providing environments that encourage connections between people. The approach should be to focus on health rather than health care and to include strategies that not only make healthy options available, but make it easier for people to choose those options.

Since 2008, the Gallup polling organization and Healthways, a business that focuses on defining, assessing and improving health and well-being, have collaborated to create the Gallup-Healthways Well-Being 5 and the Well-being Index, measuring factors that contribute to how an individual perceives their daily life. In the Well-being 5, well-being is defined to include:

### 1. Sense of Purpose

- Liking what you do each day and being motivated to achieve your goals

### 2. Social Connection

- Having supportive relationships and love in your life

### 3. Financial Security

- Managing your economic life to reduce stress and increase security

### 4. Physical Health

- Having good health and enough energy to get things done daily

### 5. Community

- Liking where you live, feeling safe and having pride in your community

The Well-being Index for the United States for 2013 is based on 178,000 surveys conducted on landline and cellular telephones, with interviews in both Spanish and English. According to the 2013 *State of Texas Well-being* report, also an initiative of Gallup-Healthways, Texas ranks 21 out of the 50 states in a composite scoring of factors related to well-being:

### 6. Life evaluation

- Current life situation compared to the life situation anticipated 5 years in the future

### 7. Work environment

- Factors related to a worker's feelings and perceptions of their work environment

### 8. Physical health

- Related to Body Mass Index, disease burden, sick days, physical pain, daily energy, history of disease, and daily health experiences

### 9. Healthy behaviors

- Lifestyle habits with established relations to health outcomes

### 10. Basic access

- Access to food, shelter, health care and a safe and satisfying place to live

The Dallas-Fort Worth-Arlington area received its highest score in the well-being measures related to Physical Health (top 20%) and in the Life Evaluation, Work Environment, and Physical Health categories (top 21-40% range). The lowest scores were achieved in the Healthy Behaviors and Basic Access categories (*see also A7 Well-Being Index*).

## Healthy Places

Deliberate, thoughtful community design and development can contribute greatly to the health and well-being of individuals and families. In 2013, the Urban Land Institute (ULI) published a report called ***Ten Principles for Building Healthy Places***. This report includes a set of strategies for development aimed at improving the health of communities, their economies and the people who live and work within them. The 10 principles referenced in the title, and a brief explanation of each, are; (see also A6 Building Healthy Places):

### 1. Put people first

- Individuals are more likely to be active in a community designed around their needs

### 2. Recognize the Economic Value

- Healthy places can create enhanced economic value for both the private and public sectors

### 3. Empower Champions for Health

- Every movement needs its champions

### 4. Energize Shared Spaces

- Public gathering spaces have a direct, positive impact on human health

### 5. Make Healthy Choices Easy

- Communities should make the healthy choice the one that is SAFE—safe, accessible, fun and easy

### 6. Ensure Equitable Access

- Many segments of the population would benefit from better access to services, amenities and opportunities

### 7. Mix It Up

- A variety of land uses, building types and public spaces can be used to improve physical and social activity

### 8. Embrace Unique Character

- Places that are different, unusual or unique can be helpful in promoting physical activity

### 9. Promote Access to Healthy Food

- Because diet affects human health, access to healthy food should be considered as part of a development proposal

### 10. Make it Active

- Good urban design can help create an active community

Not every city can be true to all of these principles with every development, but watching for opportunities to encourage physical activity can make a big difference to people seeking a healthier lifestyle. (see also A6 Building Healthy Places)

On its website, Smart Growth America states that “Many of the techniques that make communities more attractive and affordable places to live also make them healthier places. Streets that are safe and comfortable for walkers and bikers encourage people to get more exercise as part of their daily routines. Having transportation options helps reduce traffic and air pollution, and preserving green spaces helps protect water quality while making communities more attractive...”



## Healthy Lifestyle

### Active Living

Lack of physical activity and poor eating habits are leading causes of death and disease in the American population. According to the Centers for Disease Control and Prevention, the *Journal of the American Medicine Association*, the publication *Health Affairs*, and Smart Growth America, more than one-third of US adults and 17% of children aged 2-19 are obese. The estimated annual medical cost of obesity in 2008 was \$147 billion in total, \$1,429 per individual for people who were obese (*see also A8 Obesity Facts*), and in 2008, \$83 billion was spent caring for diabetes patients.

Obesity can contribute to a variety of serious but preventable health-related conditions including heart disease, stroke, type 2 diabetes and certain types of cancer. Physical activity can help minimize these conditions, and cities play an important role in encouraging physical activity among their residents by applying healthy community design techniques. Besides improving the chances for avoiding the diseases listed above, more activity can help people:

- Maintain a healthy weight;
- Reduce high blood pressure;
- Lessen the risk of osteoporosis and reduce arthritis pain, the risk of falls, and associated disability; and
- Reduce the symptoms of depression and anxiety.

Proper community design can help promote physical activity and well-being by:

- Accommodating active (human-powered) modes of transportation, such as walking, biking and skating;
- Presenting a variety of recreational opportunities for groups and individuals—active and passive; indoor and outdoor; urban parks and suburban open spaces; and
- Connecting people and their destinations with facilities such as bike lanes and ADA-compliant sidewalks and trails that encourage movement.

In Frisco, indoor and outdoor recreational options abound, and many of these activities create opportunities for league play or group participation so that they involve an element of social engagement as well. Examples of these activities include:

- |                   |                 |
|-------------------|-----------------|
| • Walking         | • Rock climbing |
| • Aerobics        | • Ice hockey    |
| • Basketball      | • Skating       |
| • Jogging/Running | • Football      |
| • Weightlifting   | • Golf          |
| • Soccer          | • Swimming      |
| • Bicycling       | • Baseball      |

### Healthy Food

Obesity and diabetes are major health problems in the United States and Texas is no exception. Many Americans, rushing to fit in all the activities of daily life, find themselves consuming more fast and processed foods and not getting the nutrition they need based on recommendations from the Centers for Disease Control and Prevention. Farmers markets and backyard or community gardens can help supplement a household's food buying patterns,



not only providing access to healthy, locally-grown food, but also creating opportunities for people who like to engage in these activities to make connections with others with similar interests.

## Social Connection

Social connection is one of the factors measured in *A7 Well-being Index*. Human interaction is associated with both physical and mental health benefits—happiness, better health and a longer life. By contrast, isolation can contribute to depression, cognitive decline and even premature death. These characteristics can be particularly prevalent in the elderly and the disabled. A 2010 report on stress management from the Harvard Medical School states that social connections can help reduce stress, a major factor in heart disease, digestive disorders, insulin regulation and immune system response. It also notes that providing care for other people can result in the release of stress-reducing hormones in the caregiver.

Companionship, emotional bonding, and human connection can be experienced in a variety of settings:

- At home
- In the workplace
- In a café
- In the neighborhood
- At the playground
- At the community center
- At school
- At a church, synagogue, temple, or mosque
- At a concert or festival



The possibilities are nearly endless, but most of them have one thing in common: the connections occur in places, so to facilitate these interactions, the City should design these important spaces carefully. They should be people-oriented and for some pet-friendly. They should be safe and welcoming and accommodate persons of all ages and abilities. They should include greenery and seating and be walkable and connected to users.

## Green Building

Since July 2007, all commercial and multi-family structures have been required to meet the City of Frisco's Green Building Code, a set of regulations aimed at reducing water and energy consumption and protecting ecosystems. The Green Building Code was adopted for residential



construction in 2001, and with the adoption of the commercial Green Building Code, Frisco became the first city in the United States to have a Green Building requirement for all types of construction. Among the objectives of the residential Green Building requirements are improving indoor air quality, increasing energy efficiency, encouraging the use of sustainable building materials and conserving water

As of late 2012, more than 7.7 million square feet of commercial space had been constructed using these standards, resulting in an estimated savings of more than 240 million gallons of water, the establishment of more than 230,000 square feet of bioretention area, and the planting of thousands of trees in Frisco. Since the adoption of the Green Building Code, permits have been issued for 20,793 single-family residential units, or 50% of the total single-family units in Frisco, and 6,020 multi-family and/or mixed-use residential units, approximately 56% as of September 1, 2014.

## Code Enforcement

Code enforcement is an important part of the formula for creating successful, sustainable communities. The Code Enforcement Division is responsible for identifying and responding to violations on residential and commercial properties related to:

- Substandard or abandoned structures, which can become unsafe and attract vagrants and criminal activity;
- High weeds and vegetation, which detract from property appearance and compromise the integrity of neighborhoods;
- Unsecured fences around swimming pools, which pose a particular threat to children;
- Accumulated debris, which is unsightly and can harbor rodents and vermin;



- Fences in need of repair, which can become dangerous and unattractive as well as ineffective as a barrier to unauthorized persons and activities; and
- Problems such as noise, traffic or the storage of hazardous materials which detract from the neighborhood environment and potentially endanger residents.

In addition to improving neighborhood appearance, and therefore property values, property pride and maintenance deter criminal activity. As buildings grow older and the population ages, maintenance will become more challenging, and Code Enforcement will play an even greater role in pre-empting deterioration and preserving the viability of Frisco's neighborhoods. Residents should be advised of the City's standards and Homeowners Associations (HOAs) can assist staff in its efforts to keep neighborhoods strong and stable. Reinvestment in infrastructure in the older parts of the community should be a priority so that these areas continue to remain viable. The City's Neighborhood Partnership Plan can be a as a tool for identifying infrastructure deficiencies so that plans can be made to address these situations.

## Healthy Natural Environment

A healthy natural environment is an important component of a healthy community. Preserving, and even improving, the natural environment is a fundamental part of creating a sustainable place. Air, water and natural areas are all elements of the natural environment that impact human health and the quality of life for individuals and the community as a whole (*see also Chapter 7, Ecology and Natural Resources*).

### Air

Collin and Denton Counties are both classified as moderate non-attainment zones for 8-hour ozone levels by the Environmental Protection Agency (EPA). Sunlight and high temperatures combine with nitrogen oxide (NOx) and volatile organic compounds (VOC) to affect the ozone in the atmosphere, and much of these greenhouse gases are attributable to automobiles and traffic congestion. Reducing NOx by making slight changes to driving behavior and cutting down on the miles traveled by gasoline- and diesel-powered vehicles can be effective in the fight to reduce air pollution, and traffic improvements such as intersection widenings, free-moving right-turn lanes and proper signal timing can help move traffic more efficiently, reducing the emissions that cause health problems, particularly for people with respiratory problems. Ride sharing, using transit and modes of travel other than the automobile and choosing alternative fuels can also have a positive effect on air quality.

Walking and bicycling also have the side benefits of reducing commuting costs and increasing activity levels, which may reduce the risk of heart disease and stroke, and preserving and planting desirable healthy trees reduces temperatures and removes airborne particles and gaseous pollutants from the atmosphere.



### Water supply and quality

Water concerns fall into two categories: water quality and water supply. Clean drinking water is a basic requirement for human life. Both surface water and ground water are subject to contamination from pollutants in the air; pesticides and chemicals used in lawn maintenance, swimming pools and industrial processes; animal waste; and multiple other sources. Bioretention areas can be established to collect stormwater in ponds and use soils and plants to help filter out pollutants and sediment to improve water quality.

Frisco is one of 13 member cities in the North Texas Municipal Water District (NTMWD), which provides water to more than 1.6 million people in 61 cities, towns, utility districts and water supply corporations in the North Texas area. All of Frisco's drinking water is supplied by NTMWD. In recent years, the District has asked its member cities to implement restrictions on outdoor watering and continue to emphasize water conservation measures. As a result of

the City's commitment to water conservation, between October 2013 and September 2014, when the District's Stage 3 drought restrictions were in effect, water usage in Frisco was reduced by 33.6%, significantly more than the goal of a 10% reduction.

Other water conservation initiatives sponsored by the City include educational programs and a weekly WaterWise newsletter, a rain barrel pilot program and free sprinkler checkups (*see also Chapter 7, Ecology and Natural Resources*).

## Natural areas

Natural areas within Frisco, such as creek corridors and groves of trees, if properly preserved and sensitively improved, can provide benefits to the population by filtering pollutants from the air and providing recreational opportunities and access to nature. Swales and bioretention areas can help by removing some of the impurities in the runoff from streets and parking lots and the chemicals used in lawn and pool maintenance.

## Human Services

The City of Frisco Social Service and Housing Board, which administers the CDBG program and the Social Services Fund, conducted a series of focus groups in 2013-2014 that identified three major challenges facing the Frisco population:

- Transportation;
- Affordable housing; and
- Mental health services.

The first two issues—transportation and affordable housing—pose particular problems for the elderly, the disabled and economically disadvantaged households and may affect a person's ability to enroll in school, hold a job and meet life's most basic needs. The third—the need for mental health services—creates problems across all age groups and social and economic classes.

## Transportation

Presently, there is not a full-service, fixed-route public transit system in Frisco, but the City is discussing options for alternative modes of travel as part of this planning process. TAPS Public Transit currently provides limited service in Frisco including on-demand service, transportation to and from McKinney to the DART station at Parker Road in Plano and to and from Dallas-Fort Worth International Airport and Love Field in Dallas from a Park & Ride lot in McKinney. TAPS is also the provider of approved non-emergency medical transportation for Medicaid, Children with Special Health Care Needs (CSHCN) and Transportation for Indigent Cancer Patients Program (TICP) members. Fares vary by destination and monthly passes are available at a reduced rate with additional discounts for seniors (age 60+) and disabled persons.

The western portion of the City is in Denton County. Frisco is a member city in the Denton County Transit Authority, but DCTA does not currently provide service to Frisco (*see also Chapter 9, Transportation/Mobility*).

## Housing

There is an ample supply of quality housing in Frisco, but it may be difficult for some individuals and families to find an affordable home. The median price of a new home in Frisco is more than \$300,000 and median rents are approximately \$1,200 per month. One of the programs explored by the City offered first-time homebuyer assistance for employees of the City of Frisco and Frisco ISD; however, home prices in Frisco have made it difficult for some to qualify, even with down payment assistance, and no applications have been approved. The Social Services Board has recommended a change in the eligibility guidelines for the Frisco ISD/City Employee Homebuyer Incentive Program consistent with new FHA loan guidelines. This may make the program more effective for people wishing to live in the City.

The Housing Rehabilitation Program is another part of the formula for creating and maintaining a successful, sustainable community (see before and after photos below). As Code Enforcement identifies substandard properties, the Housing Rehabilitation Program is notified and responds by contacting the homeowner. If the property is owned by an income eligible individual, the Housing Rehabilitation Program will address the residential property violations.

## Mental Health Services

Mental disorders can include a variety of illnesses, and once these conditions become chronic, they may interfere with a person's ability to function on the job and at home. Better access to mental health facilities in Frisco could improve the quality of life for the individuals and the families affected.

## Other Services

Besides the three issues identified as most critical by the focus groups, other needs include:

- Child care for working families;

- Job training for the unemployed or those with obsolete skills or a plan to reorient their careers;
- Senior services, which can range from nutrition programs to housing rehabilitation or social services;
- Health care resources (preventive, routine, and emergency); and
- Shelters for emergency situations (domestic violence, homelessness, natural or man-made disasters).

These needs have been noted by Frisco officials and their partner agencies, who will continue to explore solutions to address them in an efficient and economical way. City officials, staff and their local partners have unique insight into the challenges faced by the people in their communities and the resources available to assist them.

## Public Safety

The perception of safety is important to current and future residents, businesses and visitors

**Before**



**After**



to a community. The portfolio of public safety services provided by the City of Frisco includes:

- Crime deterrence, response and investigation;
- Fire prevention, suppression, investigation, rescue and medical transport; and
- Emergency management, disaster planning and emergency response training.

## Police, Fire and Emergency Services

In terms of criminal activity, Frisco, like many suburban cities in the Dallas-Fort Worth metroplex, experiences mostly property-related crime. Frisco Police officers work with neighborhoods, apartment managers and business security officers, all of whom assist the Department by observing and reporting suspicious behavior.

As the population continues to grow and vacant properties develop, more officers will be needed and more space will be required to house them. The desire of the Police administration is to maintain most departmental functions at the headquarters location in central Frisco, which may need to be expanded as the force grows. There may be an opportunity in the future, however, to locate a “police storefront” in certain mixed-use areas in the city. The Fire Department will continue to build new fire stations as development occurs, and Fire officials would like to design new stations so that they blend in with the character of the surrounding area.

Both Police and Fire plan to continue working to build bridges with the community and to partner with schools, faith-based organizations, cultural organizations, homeowner associations and other institutions and organizations to learn how to respond more effectively to the differences in language and cultures represented in the increasingly diverse Frisco community. The Departments are also beginning to anticipate changes in the number and type of service calls that may occur due to the aging of the population.

## Community Design

Police officials and Development Services personnel agree that they want to be more proactive in implementing Crime Prevention through Environmental Design (CPTED) in the future. CPTED is a set of community design principles aimed at deterring criminal activity. Certain design features or combinations of features play a role in reducing the opportunity for crime, including:

- Fencing
- Landscaping
- Lighting
- Signage
- Open views
- Access control
- Surveillance equipment
- Activity centers



## CPTED: Crime Prevention through Environmental Design

Use of design techniques to reduce the opportunity for crime



**Figure 6-1: CPTED**

*Omaha by Design, Omaha, NE*

- Use of design techniques to reduce the opportunity for crime
- Large windows promote casual supervision of sidewalk
- Porches and sidewalk encourage interaction between neighbors
- Paving and architectural treatments define public and private zones
- Good pedestrian-scaled lighting on street
- Low landscaping and fences define property lines without creating hiding places

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# 7 | ECOLOGY & NATURAL RESOURCES

## Ecology and Natural Resources Principles

- PRINCIPLE 1:** Utilize a “greenprint” map (showing areas within the city and its ETJ that contain important limited resources and unique natural assets) to review zoning applications, design capital infrastructure and create natural amenities for the community.
- PRINCIPLE 2:** Adopt and implement planning and development practices that encourage public and private property owners to maintain, or even enhance, the quality of the region’s air, aquifers, streams and lakes and to retain important natural assets as focal points and amenities.
- PRINCIPLE 3:** Continue Frisco’s leadership in green design and engineering for residential and commercial buildings and encourage design of City facilities, development sites and neighborhoods based on low life-cycle cost and green engineering principles.
- PRINCIPLE 4:** Develop and use Frisco’s floodplain areas to maximize stormwater management, protect surrounding properties from extreme weather events, preserve natural areas as amenities and minimize future costs and liabilities for the community.
- PRINCIPLE 5:** Protect, enhance and increase healthy tree cover as new development occurs throughout Frisco to maximize the many benefits that trees bring to the community—lower energy costs, reduced heat island effect, improved air quality, increased livability and enhanced quality of life.
- PRINCIPLE 6:** Use non-renewable energy resources efficiently, take advantage of opportunities to conserve energy, use renewable energy resources when feasible and cost-effective and encourage Frisco businesses and residents to do the same.
- PRINCIPLE 7:** Evaluate methods for monitoring the community’s environmental footprint and look for ways to reduce this footprint when doing so is consistent with other quality-of-life objectives.
- PRINCIPLE 8:** Continue to play a leadership role in the region’s efforts to maintain and enhance North Texas’ air and water quality and natural assets, particularly among the growing suburban cities in the area.
- PRINCIPLE 9:** Take advantage of Frisco’s natural areas and features to create focal points, connect City and regional network of trails and contribute to the identity of Frisco’s neighborhoods and the daily life of Frisco’s residents.
- PRINCIPLE 10:** Partner with residents and businesses, school districts and outside organizations to offer programs that educate and engage Frisco citizens in the benefits of sharing nature and using resources responsibly.

## Introduction

Frisco is a city that has undergone rapid growth and development over the past two decades. As it looks to the future, the community plans to focus on growth that will create a place that is vital, desirable and resilient over the long term. A community such as this takes advantage of its natural assets and uses its limited resources in ways that are responsible and effective. This Ecology and Natural Resources Strategy provides the framework for this aspect of Frisco's continuing growth.

This Strategy will help the City of Frisco carry out the City Council's objectives for seven *Strategic Focus Areas*. It directly supports the Sustainable City Strategic Focus Area—"Promote the continued development of a diverse, unique and enduring city." It will also assist the City in achieving the Council's vision for Long-Term Financial Health, Public Health and Safety and Infrastructure.

The issues addressed here are also important to Frisco residents and stakeholders. When participants in the 2015 Comprehensive Plan update process were asked, "How important is this issue or approach to the best possible future for the Frisco community?" 91% of them said that it was very important or somewhat important that Frisco be "sustainable (desirable or resilient) over the long term."

Finally, the efficient use of resources and design that is based on local ecology are important to Frisco's economic vitality. Private sector investors are looking for offices and commercial areas that cost less to operate because tenants have come to expect this. Millennials, potential future residents of Frisco, place a high value on natural amenities and green lifestyles. This Strategy will help Frisco remain competitive in the marketplace of the future.

## Focus on Ecology

Ecology is the "branch of science dealing with the relationship of living things to their environments."<sup>3</sup> instead of studying one

particular species or aspect of the environment, it considers the interactions between natural systems and looks at the impact of human beings on those interactions.

Many ecological impacts, both positive and negative, seem to occur on a scale that is bigger than a single local government or community. Even though one city cannot, by itself, change the quality of the air or the salinity of the oceans, it can have an effect. Each community, its residents and businesses, can make choices about the consequences of their actions on the local ecology and help reduce the negative impacts of poor choices on regional, national and global systems.

This Ecology and Natural Resources Strategy addresses some, though not all, of the concepts usually considered under the heading of "sustainability." Definitions of sustainability vary, but all of them generally include the idea of using resources to satisfy today's needs without jeopardizing the ability of future generations to meet their own needs. This concept is often expressed in terms of the three E's--Environment, Equity and Economy. This Ecology and Natural Resources Strategy focuses primarily on the environment.

*Planning for Sustaining Places* is an initiative of the American Planning Association (APA) focused on the role of comprehensive plans in creating sustainable communities. This initiative has identified characteristics of plans that support sustainable communities and the processes that are most likely to create those plans. For this APA initiative, "Planning for 'sustaining places' is a dynamic, democratic process through which communities plan to meet the needs of current and future generations without compromising the ecosystems upon which they depend by balancing social, economic and environmental resources, incorporating resilience and linking local actions to regional and global concerns."<sup>4</sup>

The relevant best practices recommended by this initiative are reflected in this strategy.

<sup>3</sup> www.dictionary.com. Accessed 10/12/2014.

<sup>4</sup> Godschalk and Anderson, 2012, *Sustaining Places: The Role of the Comprehensive Plan*, APA PAS Report 567.

## Vision North Texas

Vision North Texas is a public-private-academic partnership that seeks to make the North Texas region successful and sustainable, even as it is expected to absorb a significant amount of new growth in the coming years. *North Texas 2050*, a report released by this partnership in 2010, focuses on the entire 16-county North Texas region. As the report states, “If current trends continue, the 16-county North Texas region will have over 75% more people in 2030 than in 2000, and the population will more than double by 2050.”<sup>5</sup> The goal of this effort was to establish a vision for a preferred future for the region and to identify a set of policies and actions to achieve that goal. Frisco is one of the Outer Tier Communities defined in *North Texas 2050*. The recommendations contained in the report were considered in drafting this strategy, and the ones appropriate to Frisco are included.

## Stewardship of Limited Resources

Whenever the supply of a resource is limited, a prudent user or investor seeks to achieve the greatest benefit from that asset. Natural resources—air, land, water, natural systems, unique land features—are among the most precious and limited of assets; therefore, the best approach for a growing community like Frisco is to manage these existing resources to provide the greatest benefit to property owners and the community as a whole.

To demonstrate responsible stewardship of limited resources, decisions made by the City should help the community act mindfully in its consumption of non-renewable resources and in the management and use of renewable, but limited, assets. The City should use its capacity to educate, influence and persuade other decision-makers—businesses, households, schools, community groups—to practice responsible stewardship as well.

5

Page 2, North Texas 2050, Vision North Texas, 2010.

## Resource Inventory

The first step in responsible stewardship is to develop an understanding of the resources that exist. Maps of important natural areas depict the geographic distribution of these natural assets. Data on current resource consumption provides a baseline for the evaluation of future resource needs, and the knowledge of existing programs and management tools enhances the community’s capacity to manage limited resources.

The *A9 Ecology and Natural Resources* contains an evaluation of the Frisco’s existing natural resources, assets and programs. This information forms the foundation for both future community development and for investment that manages these resources wisely. Key findings include:

- The Northern Blackland Prairie ecosystem in which Frisco is located is characterized by clay soils that shrink when dry and swell when wet. These soils create challenges for the construction of buildings, roads and other infrastructure.
- Ranching, farming and urban development have altered most of the prairie habitat that once covered this area. Riparian habitat along streams and creeks features stands of trees that provide shade, beauty and opportunities to walk and enjoy nature. Frisco’s remaining prairie and riparian areas can create unique amenities for the community.
- Development has increased Frisco’s tree cover. Trees provide significant economic and health benefits, as detailed in *A9 Ecology and Natural Resources*. Trees that are appropriate to this climate can provide additional value to the Frisco community when planted and irrigated properly. Healthy tree cover is a natural asset that can be expanded as Frisco continues to grow.

A coordinated inventory of natural resources is an important tool for managing and enhancing these assets. In 2010, the North Central Texas

Council of Governments contracted with the Trust for Public Land to conduct a “greenprint” study of the Lewisville Lake East sub-watershed, which includes much of Frisco. An individual watershed may consist of thousands of acres; a sub-watershed is a portion of one of these larger geographical areas. The greenprint methodology analyzes both mapped data and stakeholder decisions about values and priorities. The end product is a map showing the areas that are most important to support the values of a specific community.

For this particular sub-watershed, the most important stakeholder priority was the protection of the quality of the water supply, specifically, the water in the supply reservoir. Figure 7-1 shows the results of this greenprint study.<sup>6</sup>

<sup>6</sup> “NCTCOG Water Quality Protection Greenprint: Lake Arlington Watershed and Lewisville Lake East Watershed”, Project Report, 2011.

Of the 51,746 acres in the study area, approximately 18% were identified as priority lands for the protection of water quality. As the exhibit shows, most of these priority lands are located along the creeks and streams in the sub-watershed. Completion of a greenprint analysis for all of Frisco, and for issue priorities specific to this community, will provide:

- A stronger basis for the design of parks and open space within new developments;
- The location of natural corridors throughout the community; and
- The information needed for the creation of initiatives designed to protect these important natural assets.

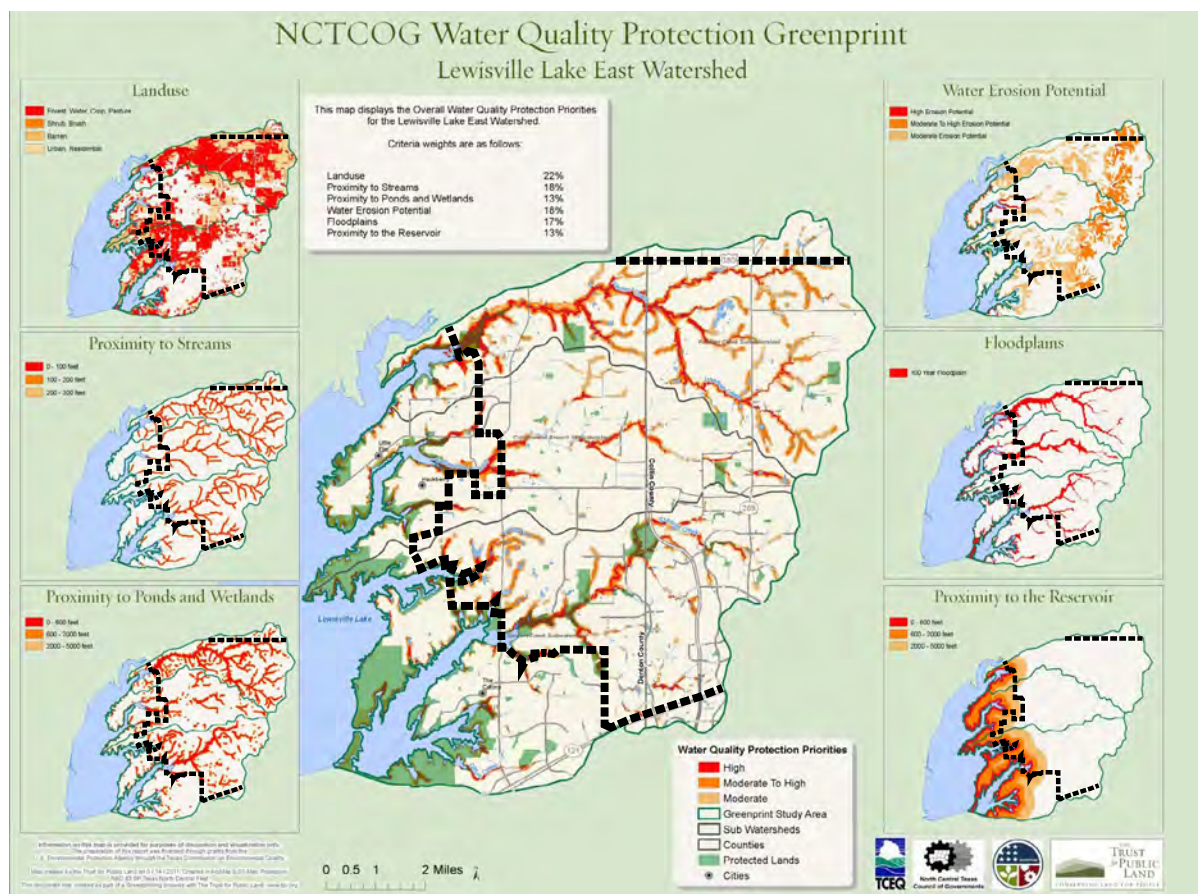


Figure 7-1: Lewisville Lake East

Source: “NCTCOG Water Quality Protection Greenprint”, 2011.

## Natural Asset Amenities

The City of Frisco supports practices that recognize natural features as development amenities. As much as possible, these natural systems and amenities should be protected so they continue to add value to the community. Developers are encouraged to work with existing topography rather than alter it and to incorporate streams, creeks, wetlands, tree groves and other natural amenities into water features and open space. The City also promotes the use of native or drought-tolerant plants in landscape areas. Cluster development—configuring a neighborhood so that residential lots are located close together and large areas of natural open space are preserved around them—is possible under current Frisco regulations. The natural areas in these cluster or conservation subdivisions create amenities for the neighborhood’s residents and retain the benefits of the natural systems. These areas are typically placed in a conservation easement so they provide tax advantages to the property owner. The *A9 Ecology and Natural Resources* describes the role the Connemara Conservancy Foundation could play in helping property owners and the Frisco community benefit from these amenities.

The natural topography provides additional opportunities for the creation of distinctive places and amenities within Frisco. Whenever possible, ridgelines and high points should be used to create locations for viewing the community and its key features, such as major open spaces and Frisco’s Center City. Development design should retain the viewsheds to notable landmarks and features.

## Human and Economic Value of Natural Areas

Local and national research documents the value of natural places to the residents and property owners in a community. In “Last Child in the Woods,” Richard Louv summarizes a range of studies showing that simply viewing nature, even from a hospital room, can measurably reduce

a person’s stress level.<sup>7</sup> Louv states that “nature in or around the home appears to be a significant factor in protecting the psychological well-being of children in rural areas.”<sup>8</sup>

He documents a positive relationship between time in nature, including close-to-home nature, and a variety of health and behavioral improvements:

- Reduced anxiety;
- Lower ADHD;
- Better focus on studying and tasks;
- Increased creativity; and
- Lower stress.

The effects of the “nature-deficit disorder” described in his book argue for the preservation or revitalization of natural areas close to urban and suburban neighborhoods so that residents have the opportunity to connect with nature as part of their daily lives.

There is economic value in natural areas as well. A 2009 study by the Trust for Public Land, “Measuring the Economic Value of a City Park System,” defined seven different ways parks provide value. It documented an average increase of 5% in the value of properties near parks 9, and estimated an annual health benefit of \$250 for significant park users and \$500 per year for seniors. This study and others demonstrate that parks, open spaces and natural areas provide both public health benefits to park users and economic benefits to property owners near the parks. (*see also, Chapter 3, The Value of Place-Making*)

## The Quality of Frisco’s Natural Assets

Frisco is located within a large metropolitan area and within natural regions that extend beyond its city limits. For these reasons, the actions of the City alone will not determine the quality of the natural assets available to its residents, but actions by the

<sup>7</sup> “Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder”, Richard Louv, 2006.

<sup>8</sup> Ibid., page 49.

<sup>9</sup> “Measuring the Economic Value of a City Park System”, the Trust for Public Land, 2009.

City of Frisco and the Frisco community can make a difference. The community can use its plans, investments and other initiatives to help maintain or improve the quality of the region's natural assets, and it can play a leadership role in regional efforts.

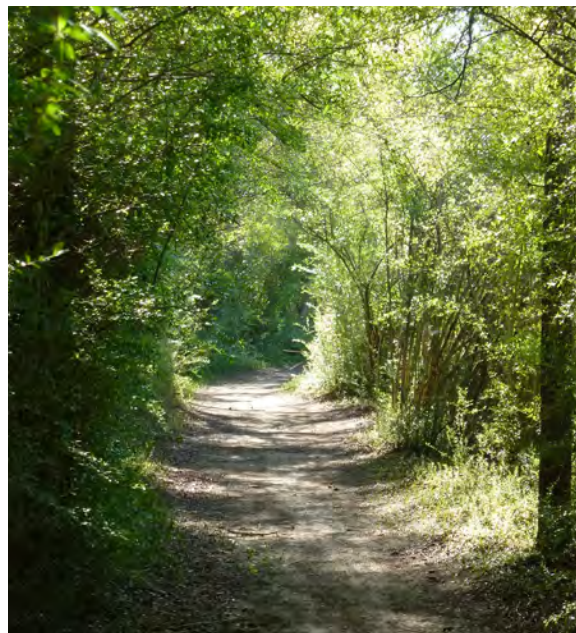
## Regional Watersheds

The City of Frisco includes parts of five different regional watersheds within the Trinity Basin.<sup>10</sup> Two of these watersheds, the Elm Fork below Lewisville Lake and the Trinity River Headwaters, drain to the Upper Trinity River. For the areas within these watersheds, key issues include:

- The quality of the water for recreational use of rivers and streams;
- The erosion of stream banks and the resulting damage to adjacent property; and
- Public safety and the impact of flooding on property.

Frisco's other three watersheds drain to the region's water supply reservoirs—Lewisville Lake, Lavon Lake and Lake Ray Hubbard. Recreational water quality, erosion and public safety are concerns in these watersheds as well. In addition, runoff, pollution and sedimentation from development in the water supply watersheds affects the quality of the water in the reservoirs, impacting the drinking water supplies and increasing the cost of water treatment for local communities.

The streams and creeks that define watersheds also provide a framework for other natural systems at a regional scale. Water and wastewater systems are typically structured to follow watersheds because this design takes advantage of gravity flows to reduce the cost of pumping water and wastewater across topographic boundaries. Open space networks tend to follow stream courses as well because in these areas, the intrusion of urban development is more limited and the native habitats are the healthiest. All of these networks relate



to watersheds and subwatersheds, not city boundaries; therefore, collaboration across communities is the most effective way to maximize the benefits of the natural systems in the region. As Frisco plans for its own future, it can also look for opportunities to support regional systems.

Since these stream and creek networks define connected corridors, they are often desirable locations for trail systems. The open spaces along streams and creeks must be designed so they can provide trails appropriate for future users (pedestrians, cyclists, equestrians, etc.) while still maintaining the benefits of the

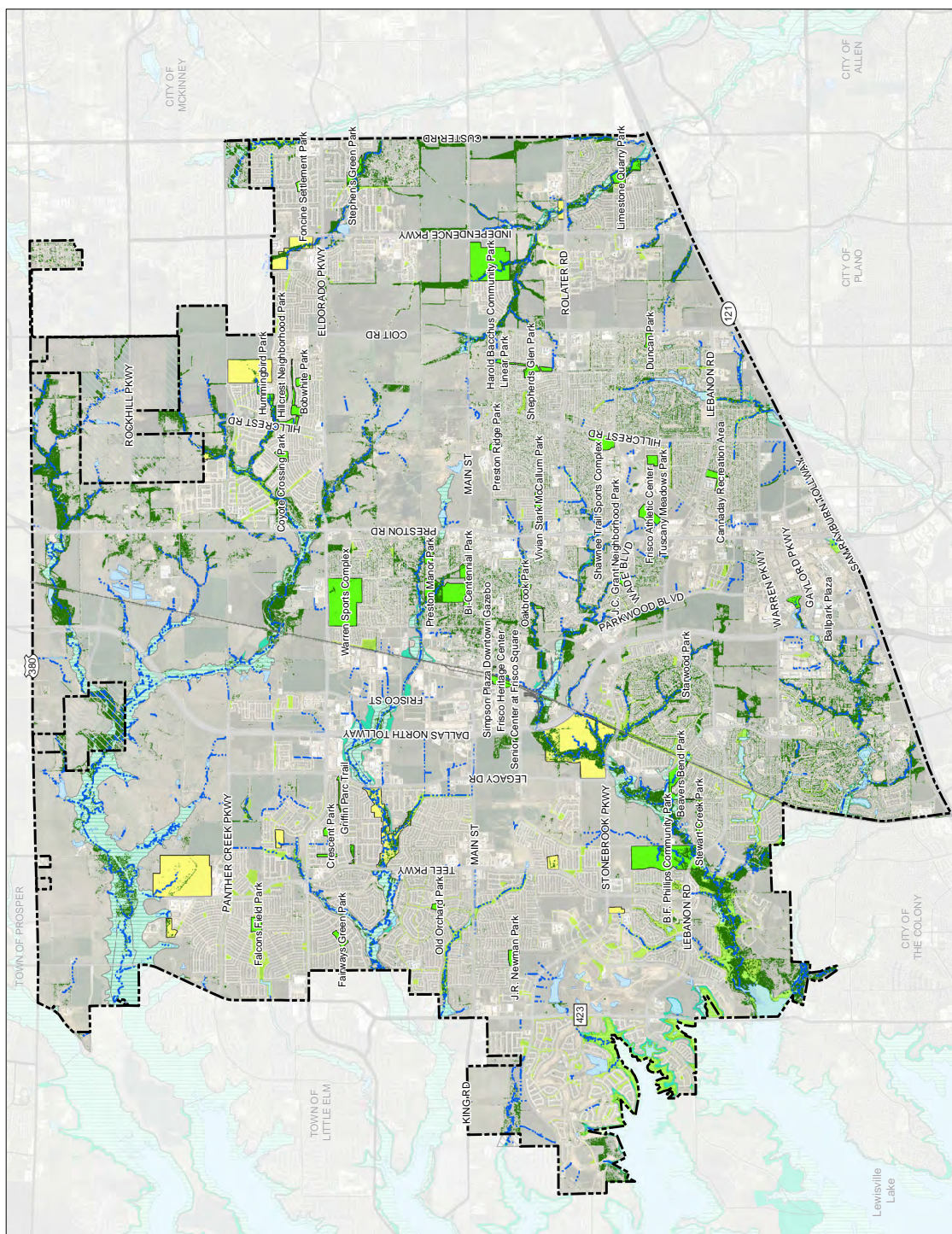
<sup>10</sup> "Valuing Our Watersheds: A User's Guide to the North Central Texas Regional Ecosystem Framework", First Draft, North Central Texas Council of Governments, 2010.

# 2015 COMPREHENSIVE PLAN

## FLOODPLAINS & TREE COVER

## LEGEND

- Frisco City Limit  
 Frisco ETJ Limit  
 Railroad  
 Lake / Pond  
 River / Creek  
 Tree Cover  
 Parks  
 Planned Parks  
 Open Space  
 100 Year Floodplain  
 500 Year Floodplain



**Figure 7-2: Floodplains and Tree Cover**

natural watersheds and drainage systems. In open space areas along creeks, trails must be designed so that they are ADA-compliant and do not reduce drainage capacity necessary to accommodate the level of anticipated storm runoff. Changes to the natural topography as part of trail design must not contribute to streambank erosion or increased sedimentation.

Figure 7-2 shows the 100-year floodplains in Frisco.<sup>11</sup> These corridors create linked areas of open space, opportunities to connect with nature, valuable locations for trails and options for residents who want to experience the North Texas environment as they walk or bike between destinations in Frisco.

## Air Quality

As noted in the Public Health and Public Safety and Transportation Strategies, the Environmental Protection Agency (EPA) has classified Collin and Denton Counties as moderate non-attainment zones for 8-hour ozone levels. While one community within this region cannot change regional air quality by itself, each community can do its part to reduce the health and environmental impacts of air pollution. The North Central Texas Council of Governments manages *Air North Texas*, a regional clean air partnership and campaign to:

- Provide a comprehensive air quality resource;
- Promote a consistent, regional air quality message;
- Leverage existing resources and program strengths in a collaborative effort;
- Increase public awareness of specific opportunities for residents to reduce emissions; and
- Motivate residents to make clean air choices.

Partners in this campaign include business organizations, local/state/federal governments,

universities and non-profit organizations. The City of Frisco should consider joining this partnership to support air quality awareness and action. It can review and act on the many recommendations this campaign has made to local governments. For private sector interests, the North Texas Commission's Clean Air Texas program offers assistance to businesses trying to reduce their air quality impact. The City can encourage Frisco-based businesses to participate in these programs as part of their contribution to the air quality improvement initiative.

## Regional Leadership

Addressing regional assets and systems requires leadership that looks beyond the boundaries of individual jurisdictions. Frisco has been one of the fastest-growing cities in the region for many years and is among the largest of these growing communities. As a result, Frisco's choices about development design help to shape the development underway in other, smaller communities. Frisco has been actively involved in regional decision-making as part of the Regional Transportation Council, Vision North Texas and other initiatives. The City can expand its role as a leader in the region as it focuses on a future where natural assets play a more important role in shaping community character and identity and where wise use of resources is the goal.

## The Design of the Built Environment

Since World War II, American metropolitan areas have enjoyed tremendous growth and success. Beginning in the 1940's, the techniques of mass production that had successfully supported the war effort were applied to other industries to meet the needs of American GI's returning home and looking for places to live and work. More recently, private development has been considered successful if subdivisions,

<sup>11</sup> A 100-year floodplain is the area that has a 1% chance of flooding in any given year.



shopping centers and office buildings were largely occupied and the initial developers realized a profit on their investments. Today, however, the measures of success have changed. The residents, property owners and leaders of a community understand that their long-term viability rests on the community's ability to be desirable and cost-effective over a long period of time. This view considers the life-cycle costs of a development and the long-term benefits it brings to the community. Frisco's development and investment policies should support this life-cycle view of lasting success.

## Energy Efficiency and Green Building

Decisions about construction, site design and the operation and maintenance of City facilities all translate into a use of natural resources. Research on best practices of "green building" demonstrate that these techniques reduce the use of water, energy and materials, attract buyers and save money. The National Association of Realtors' "2012 Profile of Home Buyers and Sellers" reports that "86 percent of those surveyed said that heating and cooling costs were somewhat or very important when considering their home purchase."<sup>12</sup> The Green Resource Council, a National Association of Realtors subsidiary, advises its members that "going green makes sense" in terms of the environment, financial savings and health.<sup>13</sup>

The Urban Land Institute (ULI) reported in 2010 that "effective rents are 2.8 percent higher in buildings with the Energy Star rating than in conventional buildings" and that "energy efficiency seems to drive up the resale value of buildings".<sup>14</sup> ULI members who develop non-residential buildings indicate that the market has shifted to the point that energy efficiency is now expected by buyers, investors and tenants. Lastly, CBRE Research reports that as of the end of 2013, green, LEED-certified space now makes up 19.4% of the U.S. commercial office market.<sup>15</sup> This increase in green building is due, in part, to a "recognition that many Fortune 500 firms, the most desired tenants, are now demanding sustainable buildings to meet their own environmental policies."<sup>16</sup>

The City of Frisco was an early leader in green building. A green building code for residential construction has been in effect since 2001 (the first mandatory residential green building program in the nation), and green building requirements for commercial and multi-family construction were put in place in 2007. Today, Frisco has over 60 buildings that are recognized by LEED, EnergyStar or similar programs for their efficiency and sustainability features.<sup>25</sup> The LEED projects in Frisco save an estimated 14% on energy costs compared to an energy code baseline.

<sup>12</sup> National Association of Realtors, website [www.realtor.org](http://www.realtor.org), accessed December 7, 2014.

<sup>13</sup> Green Resource Council, website [www.greenresourcecouncil.org](http://www.greenresourcecouncil.org), accessed December 7, 2014.

<sup>14</sup> "Green Market Value", Urban Land magazine, 2010.

<sup>15</sup> "National Green Building Adoption Index 2014", CBRE Research, 2014.

<sup>16</sup> Ibid., page 5.

## Energy Use

In a metropolitan area, energy is consumed in transportation, industry and at the household scale. Since energy sources and pricing are largely determined at a state, national or international level, the residents and businesses in an individual community cannot set the unit prices of energy resources. They can, however, manage their use of these resources by carefully considering several key factors:

- Decisions about where to live and work affect the amount of travel someone does on a daily or weekly basis. Since most of that travel involves the use of private vehicles, these choices affect gasoline consumption.
- Choices about how and where to build a home, office or commercial building affect the costs of the transmission lines required to provide electric and gas services from a regional provider.
- The details of building design, site layout and landscaping have an important impact on energy consumption.
- Alternatives related to the sources used to produce energy have generally been left to the energy providers. In recent years, interest in distributed energy (energy produced at a smaller scale and closer to the customer) and renewable or alternative energy sources has given consumers more choice about the sources of the energy they use.
- Energy conservation—energy-efficient design, smart building operations and other techniques—lowers the demand for energy and reduces or postpones the need to construct major new power plants to provide service to consumers.

The American Council for an Energy-Efficient Economy (ACEEE) has identified a range of design techniques that can reduce the urban heat island effect, lowering energy bills and reducing health impacts.<sup>17</sup> These techniques

<sup>17</sup> "Cool Policies for Cool Cities: Best Practices for Mitigating Urban Heat Islands in North American Cities", American Council for an Energy-Efficient Economy, 2014.

relate to local government operations, buildings, energy and water utilities, transportation and the community as a whole<sup>18</sup>. Developers should be encouraged to implement these techniques, particularly in non-residential developments and master-planned communities.

## Water Use

Over the past several years, Frisco has implemented the outdoor watering restrictions established by the North Texas Municipal Water District (NTMWD). It also encourages water conservation through its green building initiatives. Water conservation will continue to be important in the future because of the number of new households and businesses anticipated in Frisco and since the climate of Texas and the Southwestern U.S. is expected to be drier in the future. Frisco's land use patterns and its buildings, infrastructure and landscapes should be designed for conservation and the efficient use of water. Over time, Frisco can take advantage of emerging systems and technologies to monitor actual water usage and reduce unnecessary consumption.

### State Goal

The annual water use goal as established by the Texas Legislature in the State Water Plan is 140 gallons per person (per capita) per day (gpcd).

### NTMWD Conservation Goal

During Stage 3 drought restrictions, a 10% water use reduction goal was set by the North Texas Municipal Water District (NTMWD) for district customers based on individual annual usage. During the most recently completed reporting period (October 2013 through September 2014), the City of Frisco reduced water usage by 23.6% in addition to the reduction goal of 10% set by the water district for a total reduction of 33.6%.

<sup>18</sup> "2013 City Energy Efficiency Scorecard", American Council for an Energy-efficient Economy, [www.aceee.org](http://www.aceee.org), 2013.



### ***Conservation Results***

During calendar year 2013, the City of Frisco used about 180 gpcd. During calendar year 2014, the city further reduced usage to 148 gpcd only eight (8) gpcd above the state goal of 140 gpcd. Since the year 2000, the City has reduced usage from about 300 gpcd for a 15 year reduction close to 50%.

### ***Landscape Ordinance***

Frisco has been a regional leader in implementing sustainable landscape practices; it was the first to require Evapo Transpiration (ET) adjustments, water reductions, and other measures to reduce and/or conserve water. In Frisco, non-residential developments are required to set aside an area equal to 5% of the parking surface as low impact development Water Resource Zones in the form of bioretention or pervious pavers. The City's landscape requirements set an annual Landscape Water Allowance that is 50% less than conventional landscape practices and historical Potential Evapo Transpiration (PET).



Developers are encouraged to meet the landscape water allowance through design of Natural Landscape Zones, Water Resource Zones, and efficient irrigation.

### ***WaterWise Education Programs***

Water Resources focused on key outreach programs for residential and non-residential water customers in Frisco. In 2014, the **WaterWise Workshop Series** was expanded to include both spring and fall workshops. More than 600 residents attended a free workshop such as Converting to Drip Irrigation, Healthy Lawns 101, Rainwater Harvesting or, Fix-a-Leak.

The weekly WaterWise newsletter base grew to more than 10,800 subscribers. The weekly watering recommendation, based on Frisco's own weather station, is highlighted in the newsletter. In addition, lake level monitoring, updates on water restrictions, informational articles pertaining to reducing water usage, and upcoming workshops are key elements in each newsletter.



Other educational programs that contributed to the awareness campaign include the Block Captain program, Smart Controller program, and outreach to HOA's. A watering line was also established in 2014 that allows residents to call in and check Frisco's weekly watering recommendation.

### ***Rain Barrel Program***

The City of Frisco partners with Rain Water Solutions, Inc., to offer discounted rain barrels to Frisco residents. Residents purchased the rain barrels online and picked them up during a distribution event located at the Public Works offices. A total of 621 rain barrels were sold as a result of the pilot program. The program was offered again in 2015.

### ***Free Sprinkler System Checkups (continued program in 2014)***

As part of an ongoing conservation effort to reduce outdoor water usage, the City of Frisco offers free sprinkler system checkups to residents. A total of 3,653 checkups were performed in 2014. During a free sprinkler checkup, a City of Frisco licensed Irrigation Specialist will guide residents through their irrigation system, check for inefficiencies, and set the controller in compliance with the current water restrictions.

## **Green Infrastructure**

The concept of green infrastructure design recognizes that natural systems can often do a better job of serving communities than the "grey infrastructure" of pipes and concrete that has been the focus of systems designed over the past several decades. Investment in grey infrastructure has had unintended consequences—paving and other impervious surfaces cause increased runoff, reduced groundwater recharge and higher urban temperatures, for example. The costs required to operate, maintain and rehabilitate this infrastructure have increased the total cost of these improvements over their life cycle. Cities and their constituencies have begun

to recognize that retaining natural areas and systems can not only counteract some of the negative impacts of the grey infrastructure, but also provide aesthetic amenities to the community. Green infrastructure includes natural swales, healthy tree canopy, pervious pavement, green roofs, infiltration planting in medians, curbless streets, bioretention areas that double as open space and/or landscaping and a number of other techniques. These features yield aesthetic and health benefits and provide infrastructure service to the community.<sup>19</sup>

Green infrastructure design, or low impact development, uses nature to detain storm water, recharge groundwater and reduce runoff. In North Texas, the Council of Governments has convened a group of local governments to develop the *integrated* Storm Water Management (iSWM) program. This program is "a cooperative initiative that assists cities and counties to achieve their goals of water quality protection, streambank protection and flood mitigation, while also helping communities meet their construction and post-construction



<sup>19</sup> "Green Infrastructure: A Landscape Approach", American Planning Association PAS Report 571, 2013.

obligations under state stormwater permits.”<sup>20</sup> This program provides technical tools that can be used by cities and developers to design neighborhoods and business areas that use natural systems as part of a safe, cost-effective infrastructure.

## Community Engagement, Education and Involvement

The City of Frisco can make responsible choices about its own use of resources and use its planning tools to create a land development pattern that reduces the use of resources. Many of the choices about the use of natural resources in Frisco, however, are made by individuals, families and business, not by the City. Even so, the City can play an important role in educating these decision-makers as to the wisdom and value of the mindful use of resources.

The City can and should work in partnership with other organizations to educate residents and property owners so that their choices lead to a more sustainable use of natural resources. These partners include the Frisco, Little Elm, Lewisville and Prosper school districts; business and development organizations such as the Chamber of Commerce and the Frisco Developer’s Council; and neighborhood groups, civic organizations and others who can inform and educate the community.

As individuals, neighborhoods and businesses change their behaviors to reduce the use of resources, it is important to monitor the results and to share the lessons learned with others in the community. There are numerous programs for tracking, certifying and recognizing achievement in these areas. In a recent online article, Eliot Allen provides a summary of fifteen current programs that can be used to monitor and track improvements at a neighborhood

level.<sup>21</sup> Many of these are web-based; increasingly, smart phone apps are likely to give residents even more choices about how to engage with and support a green community. Frisco can use these tools to support responsible resource consumption in City operations and can educate residents and business about these tools and encourage their use.

<sup>20</sup> integrated Storm Water Management, website [iswm.nctcog.org](http://iswm.nctcog.org), accessed December 7, 2014.

<sup>21</sup> “How Green is My Neighborhood? Let Me Count the Ways”, Planetizen article dated May 29, 2014. Accessed at [www.planetizen.com](http://www.planetizen.com) on December 7, 2014.

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# 8 | INFRASTRUCTURE

## Infrastructure Principles

- PRINCIPLE 1:** Identify, prioritize and adopt a funding strategy, based on preliminary cost estimates, for the infrastructure projects necessary to support new construction so that the improvements are in place when they are needed.
- PRINCIPLE 2:** Give the same level of importance and attention to the maintenance of infrastructure as to the construction of new facilities.
- PRINCIPLE 3:** Prioritize infrastructure improvements and maintenance projects to provide the best economic return to the City.

## Components of the City's Infrastructure

The basic infrastructure necessary to support the existing and future development in Frisco is largely in place, including streets (which are addressed in more detail in *Chapter 9 Transportation/Mobility*), trails, utilities and other municipal services. The adequacy of the services and facilities required to accommodate new development in the vacant portions of the city and in the ETJ—the Extraterritorial Jurisdiction; unincorporated area adjacent to Frisco that is not part of any city, but which may be annexed at some point in the future—should be assessed periodically on the basis of the type, intensity and location of various land uses as expressed in this plan. Projects of this nature tend not to be as exciting to citizens as watching the construction of new buildings, but they are just as critical to the community's success and long-term resiliency.

Public buildings and open space should also be considered essential infrastructure for a fully functioning city. These components, which may not immediately come to mind in the context of a discussion on infrastructure, would include buildings like the municipal center and library, police and fire stations, the senior center and other recreation facilities as well as parks, plazas and trails and the parking that supports these facilities and operations.

The City of Frisco has learned from the experience of some of the more mature communities in the Metroplex. City officials have demonstrated that they recognize the importance of having a reliable infrastructure system as it pertains to their success in attract new development to Frisco. They also recognize that maintenance of the infrastructure already in place is critical to the City's ability to retain existing residents and businesses and to capitalize on the capacity that is already available. Together, the two strategies—providing the infrastructure required for new development and maintaining the existing infrastructure—form the basis for the attraction and retention of retail, residential and employment development.



## Existing Infrastructure

It is important for the City to evaluate existing infrastructure on a regular basis, not only to determine its current state of repair and functionality, but also to assess whether there is capacity to support new growth. In 2011, a Micropaver Implementation and Pavement Condition Index Survey project was undertaken to rate the condition of the City's streets as part of the capital improvements planning process. This type of assessment should be updated every three to five years so that the City can plan and budget for the necessary repairs or replacements.

The use of the existing infrastructure should be optimized by planning for new development of the type and intensity that will utilize the capacity already available and by encouraging development in infill locations—vacant properties surrounded by developed sites.

Reinvestment in infrastructure in the older parts of the community should be a priority so that the viability of these areas, and thereby the overall community, is ensured. As part of the City's Neighborhood Partnership Plan, infrastructure deficiencies, particularly in these older areas of Frisco, can be identified so that plans can be made to address these situations.

Infrastructure maintenance projects vary in scope and complexity, but even relatively minor rehabilitation or reconstruction projects are essential to addressing existing situations today and to supporting new development in the future. Projects of this type could include:

- Performing repairs on existing sewer pipes that aren't operating at optimum

levels due to breaches in the lines or the infiltration of tree roots;

- Repairing water lines and making drainage improvements;
- Rehabilitating or reconstructing failing pavement sections or adding alley pavement, curb and gutter or sidewalks where they don't currently exist;
- Enhancing or replacing aging bridge structures;
- Upgrading play equipment or adding new facilities in existing parks;
- Rebuilding or rehabilitating soccer and baseball fields;
- Adding turn lanes or widening intersections to improve traffic flow and minimize congestion; and
- Expanding or repairing public buildings.

The City should seek out opportunities to partner with outside agencies to fund repairs, upgrades and extensions to the infrastructure system currently in place and work closely with other basic service providers to ensure that the existing systems are fully functional or that the required improvements are made (see discussion below about cost-sharing).

## New Infrastructure

In terms of the infrastructure necessary for the future, the City has been strategic about when and where it is constructed. Projects have included new and upsized utility lines, new parks and fire stations. These projects are very costly, and depending on their scope

and scale, may have been funded through the sale of bonds. These bonds may be subject to voter approval, and since elections can only be scheduled at certain times of the year under State law—in May and November—it is even more critical to have a strategy in place. Over the years, the City has been very effective in its efforts to anticipate the need for new infrastructure.

New improvements should be anticipated based on population and land use projections and development discussions, and these improvements should be included in the City's Capital Improvements Plan. In general, in order to maintain a fiscally sound community, improvements should be planned and constructed where new development is likely to occur first and where the City will reap the most economic and community benefit for the costs incurred. The City has taken this approach in the past and has been successful with this strategy.

Cost-sharing opportunities should be explored for some of these projects, particularly transportation improvements like street extensions or widenings, sidewalk installations along school walking routes, ADA-compliance retrofits and trail extensions or connections where there are gaps. The City should seek out opportunities to partner with outside agencies for the funding and construction of new infrastructure and work closely with the providers of other basic utilities to ensure that all of the services required are available throughout the community. Entities that often participate in the costs for these types of projects include:

- The federal government, particularly in the distribution of funds by the North Central Council of Governments, which serves as the North Texas region's Metropolitan Planning Organization;
- The Texas Department of Transportation (TxDOT);
- The county in which the improvement will be located;
- The transit agency serving the community; and
- The North Texas Municipal Water District, which bears the responsibility for extending, replacing and upgrading major water system trunk lines.

New development should be encouraged in areas where the use of existing infrastructure can be optimized. New infrastructure is typically constructed to address deficiencies or the lack of facilities necessary to accommodate new development when it occurs. These improvements could include:

- Constructing or extending hike-and-bike trails;
- Building fire stations as new neighborhoods develop;
- Building new roadways to support or attract commercial development;
- Constructing new city gateway features; and
- Constructing new public buildings or replacing old buildings that don't meet current user demands or operational requirements



These projects tend to be less cost-intensive than new construction because they are often of a smaller scale, but as retrofits, they may be more challenging due to existing conditions, adjacent land uses and the likelihood of service interruptions. Nonetheless, a city cannot afford to let these facilities decline or the entire community will pay the price.

It should also be noted in this discussion that the services and facilities discussed above are typically the responsibility of the local government except as indicated. There are, however, other types of infrastructure that are provided by outside agencies and organizations, most notably electrical power, natural gas and the communications infrastructure. While the City does not construct or maintain these improvements, it should work closely with the providers to ensure that the necessary easements and franchise agreements are secured and that businesses and residents have the services they need to maintain a high quality of life and to support successful business operations.

## Conclusions

The majority of the growth in Frisco has occurred in the last 15 years, and the City has been proactive in upgrading its infrastructure to support this development. Much of the infrastructure in place today is relatively new, but as with any other asset, it will age and

deteriorate over time. Even now, there are certain parts of town where the streets and utilities have been in place for decades and where parks and other public facilities may not meet modern planning and design standards.

The City should continue to make decisions regarding infrastructure improvements in a strategic manner by:

- Assessing the status of existing improvements;
- Making the best use of the infrastructure already in place;
- Reinvesting in existing infrastructure, where necessary; and
- Planning infrastructure for new construction based on anticipated population, land use types and intensities and discussions with landowners and prospective developers.

This approach addresses at least three of the Council's *Strategic Focus Areas*—Infrastructure, Long-Term Financial Health and Sustainability.

The City should evaluate its infrastructure policy and Capital Improvements Plan regularly and make refinements, if necessary. The City should also consider which of these improvements will yield the most community benefit and the best short-term economic return for the costs incurred.





# 9 | TRANSPORTATION/MOBILITY

## Transportation Principles

- PRINCIPLE 1:** Maximize the capacity of the current transportation system by making improvements within the existing right-of-way where possible.
- PRINCIPLE 2:** Create aesthetically pleasing roadways with features appropriate to the adjacent land use and the roadway type.
- PRINCIPLE 3:** Construct new roadways so that they respect the natural environment.
- PRINCIPLE 4:** Make transportation mode choices, including a viable transit system, available to Frisco citizens to help reduce vehicular trips on city streets where it is economically feasible.
- PRINCIPLE 5:** Integrate land uses with the transportation system where possible.
- PRINCIPLE 6:** Increase the interconnection of roads and trails as feasible.
- PRINCIPLE 7:** Design local neighborhood streets for safe, low speeds.
- PRINCIPLE 8:** Continue to employ Transportation System Management (TSM) strategies to maintain and/or improve mobility.
- PRINCIPLE 9:** Employ Transportation Demand Management (TDM) techniques to reduce traffic demand.
- PRINCIPLE 10:** Continue to work with outside agencies to promote transportation improvements.

## Introduction

The purpose of a city's transportation system is to provide the safe and efficient movement of people and goods within a comprehensive network of streets that complement the surrounding land uses. In addition to handling current and future congestion, a city's transportation systems should be both livable and sustainable. Creating a livable transportation environment means providing an area that is more people-centric than automobile-centric. Creating a sustainable transportation environment refers to ensuring that the system remains effective over time and minimizes adverse environmental impacts.

To ensure that Frisco's transportation system meets these livability and sustainability ideals as the system is expanded, a number of challenges must be addressed. The City will continue to attract residents and businesses and the cities in the surrounding cities will continue to grow as well, particularly those to the north, which will increase the volume of traffic that regularly travels to and through Frisco.

- The transportation needs of residents, commuters and visitors must be served at the same time that increasing numbers of commercial, industrial and residential developments must be accommodated.
- Fossil fuel depletion and the energy crisis must be considered not only as they affect transportation choices, but also for their impacts on personal finances and the City's economic bottom line. Energy costs will become increasingly important in determining the design of transportation systems.
- The Dallas-Fort Worth region failed the Environmental Protection Agency's National Ambient Air Quality Standards (NAAQS), resulting in the region being classified as a "non-attainment" zone. As an incentive to reach NAAQS, the federal government mandated that the Dallas-Fort Worth region comply by the year 2010 in order to

be eligible to receive federal funding for transportation improvements. The area was threatened with severe sanctions for non-compliance, including the potential loss of hundreds of millions in federal transportation dollars. In response, the City of Frisco is partnering with other municipalities in the region, Denton and Collin Counties and the North Central Texas Council of Government to develop strategies for improving air quality.

All of these challenges point to the need for a system that is less focused on the automobile and more attuned to developing and promoting alternative modes of transportation as viable options for mobility.

The Future Land Use Plan and the growth it is expected to create establish the foundation for the Transportation Strategy. This section evaluates existing mobility conditions and projected traffic congestion, establishing the basis for re-evaluating the City's transportation investments. These principles promote the City Council's adopted Infrastructure, Public Health and Safety and Sustainable City Strategic Focus Area goals. Discussions with the Council, the CPAC and the community have provided additional insight into the issues that should be at the forefront of the Transportation Strategy from their perspectives.

## Existing Transportation/ Mobility System

### Street Hierarchy and Functional Classification

Frisco has an extensive roadway network serving a variety of land uses. The network is laid out so that the major thoroughfares form a conventional grid pattern. In many instances, trips between residences and local stores require passing through one or more major intersections.

The total system is made up of a variety of

roadway classifications ranging from major thoroughfares, which serve high-volume, higher-speed traffic, to local and collector streets that provide access to neighborhoods and commercial areas. Frisco has several major regional roadways and/or highways that pass through the City or along its boundaries. The Dallas North Tollway and Preston Road pass through the central part of the City and extend beyond the city limits to the north and south. US Highway 380 forms the City's northern border and State Highway 121/Sam Rayburn Tollway forms the southern border, both providing regional connections to the east and west.

The hierarchy of streets, based on the function of the roadways, is described below.

- **Highway and Tollway.** Limited access roadway designed for high-speed, long-distance travel and large traffic volumes; tollways and highways are typically the jurisdiction of regional, state and federal agencies rather than municipalities.
- **Major thoroughfare.** Relatively high-speed, long-distance surface street designed to move large volumes of traffic across an urbanized area and to provide access to a highway and/or tollway.
- **Minor thoroughfare.** Medium-speed, moderate-capacity surface street designed primarily for the movement of traffic to and from residential areas, places of employment, retail centers and entertainment venues.
- **Collector (Residential and Commercial).** Relatively low-speed, low-volume street used for neighborhood and commercial circulation and access to private property; collects traffic from local streets for distribution to the thoroughfare system.
- **Local.** Low-speed, low-volume roadway primarily providing access directly to residences; often characterized by multiple driveways and on-street parking.

Roadway sections for each of the roadway classifications above are included in Section 2 of the City of Frisco's *Engineering Standards*.

## Existing Mobility Network

Presently, the only transit services available to Frisco residents are provided by TAPS Public Transit. TAPS is an on-demand, curb-to-curb service provider serving both the Collin County and the Denton County portions of Frisco; however, TAPS is not a full-service, fixed-route public transit system. Service is generally available between 6:00 a.m. to 5:30 p.m. on weekdays and advance reservations are required. Fares vary by destination and monthly passes are available at a reduced rate with additional discounts for disabled persons and seniors.

TAPS offers limited service for Frisco residents between certain locations in McKinney and the Parker Road DART station in Plano (eight departures each weekday) and to and from Dallas Fort Worth International Airport and Love Field in Dallas from a Park & Ride lot in McKinney. Airport service is available four times each day and requires 72 hours' notice.

TAPS is also the contract provider for approved non-emergency medical transport for Medicaid recipients, Children with Special Health Care Needs (CSHCN) and Transportation for Indigent Cancer Patients Program (TICP) members. Service is available Monday through Friday from 8:00 a.m. to 5:00 p.m.; rides must be booked the day before.

The western portion of the City is in Denton County. Frisco is a member city of the Denton County Transit Authority, but DCTA does not currently provide service in Frisco.

## Existing Mobility

The City of Frisco has experienced tremendous growth over the past 10 to 15 years. Developing and maintaining a transportation system that can accommodate growth of this magnitude in a relatively short period of time is a major challenge. In order to stay on top of the situation, the City must remain vigilant in financing and building new roads.

This section examines the current roadway system and the mobility implications of the 2006 Comprehensive Plan. To evaluate the effectiveness of the City's current policies, it is necessary to understand how the existing transportation system is functioning. The information below compares the current roadway transportation system with the mobility that would be provided with the completion of the improvements recommended in the 2006 Comprehensive Plan. The comparison provides a benchmark for evaluating the proposed 2015 Comprehensive Plan and redirecting transportation policies and planning efforts as necessary to ensure that an efficient transportation system is built and maintained.

Three primary indicators measure the mobility of the transportation network:

- Vehicle Miles Traveled (VMT);
- Vehicle Hours of Delay (VHD); and
- Vehicle Hours Traveled (VHT).

These measures are developed with the use of TransCAD modeling. TransCAD utilizes a specially designed Geographic Information System (GIS) to analyze transportation systems under a variety of different scenarios, including an evaluation of the current demand on the transportation network in the year 2014 and the projected demand in the year 2035, assuming the transportation improvements called for in the 2006 Comprehensive Plan are completed. The following table presents the latest modeling:

Indicators	2015 FLUP
Total VMT	6,119,600
Total VHT	120,350
Total Delay	22,700

## Observations about Mobility in the City

The transportation indicators above reveal that the existing transportation system is experiencing high amounts of delay and subsequent congestion. With additional people and jobs, the roadway network will be challenged to meet the future transportation needs of the City. Currently, Frisco is heavily dependent upon automobiles as the primary mode of transportation. The results of the traffic model showed that additional travel lanes alone will not correct the anticipated challenge of congestion. The widening of the roadways is necessary to avoid gridlock, but other techniques such as mixing uses to shorten trip lengths, incorporating regional rail and adding more hike and bike facilities will be necessary.

Several of the policies from the 2006 plan have been carried forward in this 2014 update to help guide the development of the City's future transportation vision and to meet the Council's Strategic Focus Area goals.

- The concepts of maximizing the capacity of the current street system, partnering with outside agencies to fund and construct transportation improvements and designing transportation improvements to correspond to the adjacent land use support the Council's Infrastructure, Sustainable City and Long-Term Financial Health goals.
- Reducing the number of vehicle trips by interconnecting City streets as opportunities arise and encouraging the use of various mode of travel will minimizing vehicle trips which will help to reduce traffic congestion and vehicle emissions and responding to the Infrastructure and Sustainable City Strategic Focus Areas.
- Creating aesthetically pleasing transportation facilities and taking advantage of the natural environment in the design of streets and trails will make Frisco a healthier, more livable place, consistent with the Council's Public Health and Public Safety, Infrastructure, Leisure and Culture and Sustainable City goals.

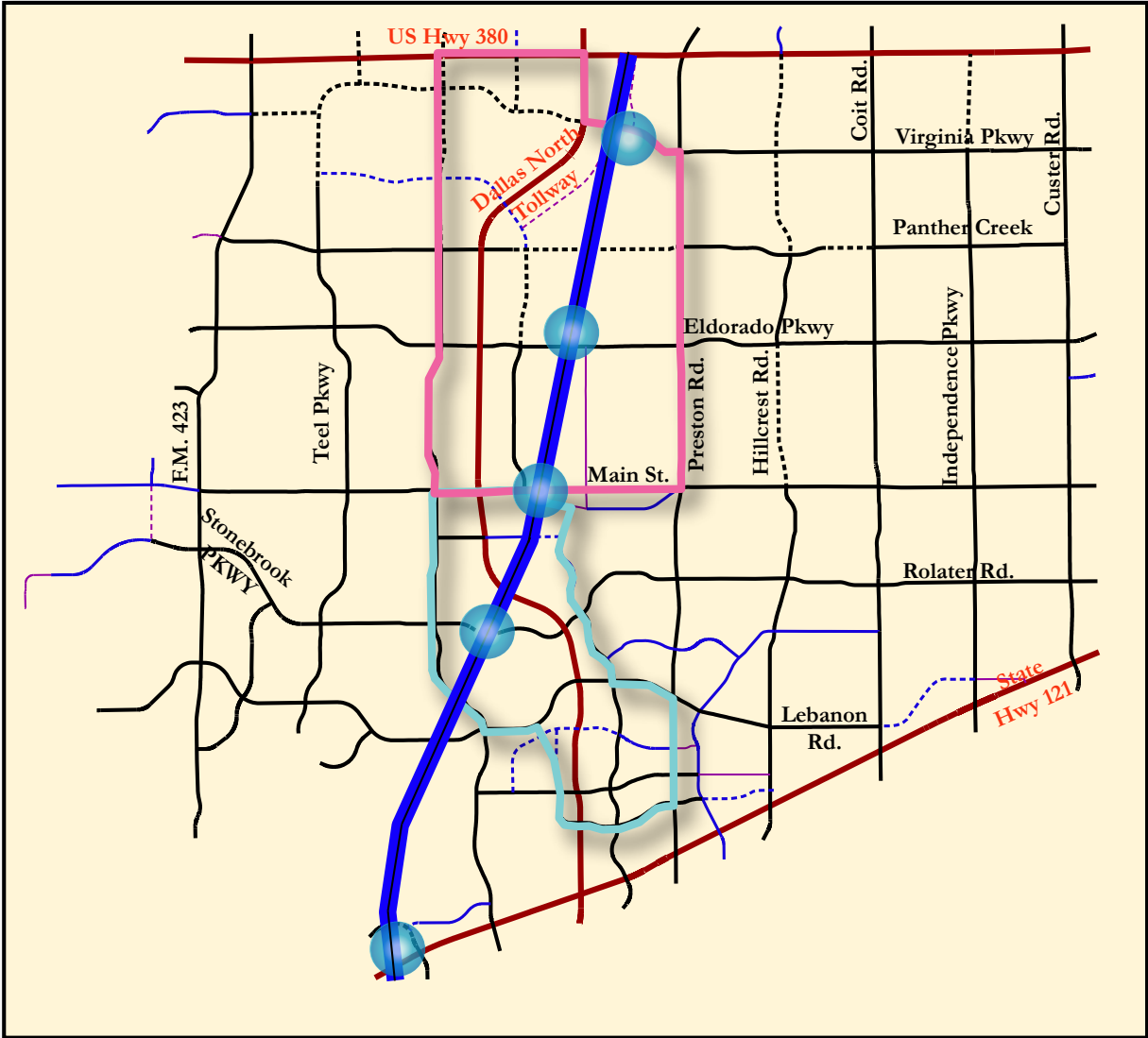
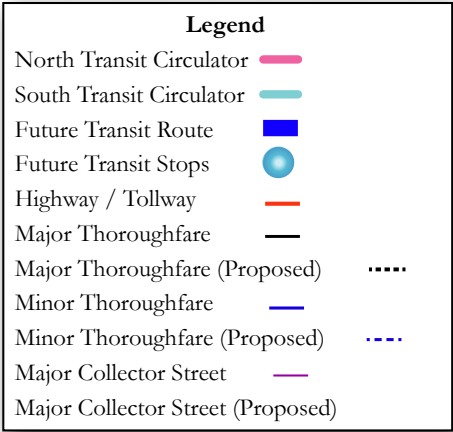


Figure 9-1: Transit Circulator Plan 2015



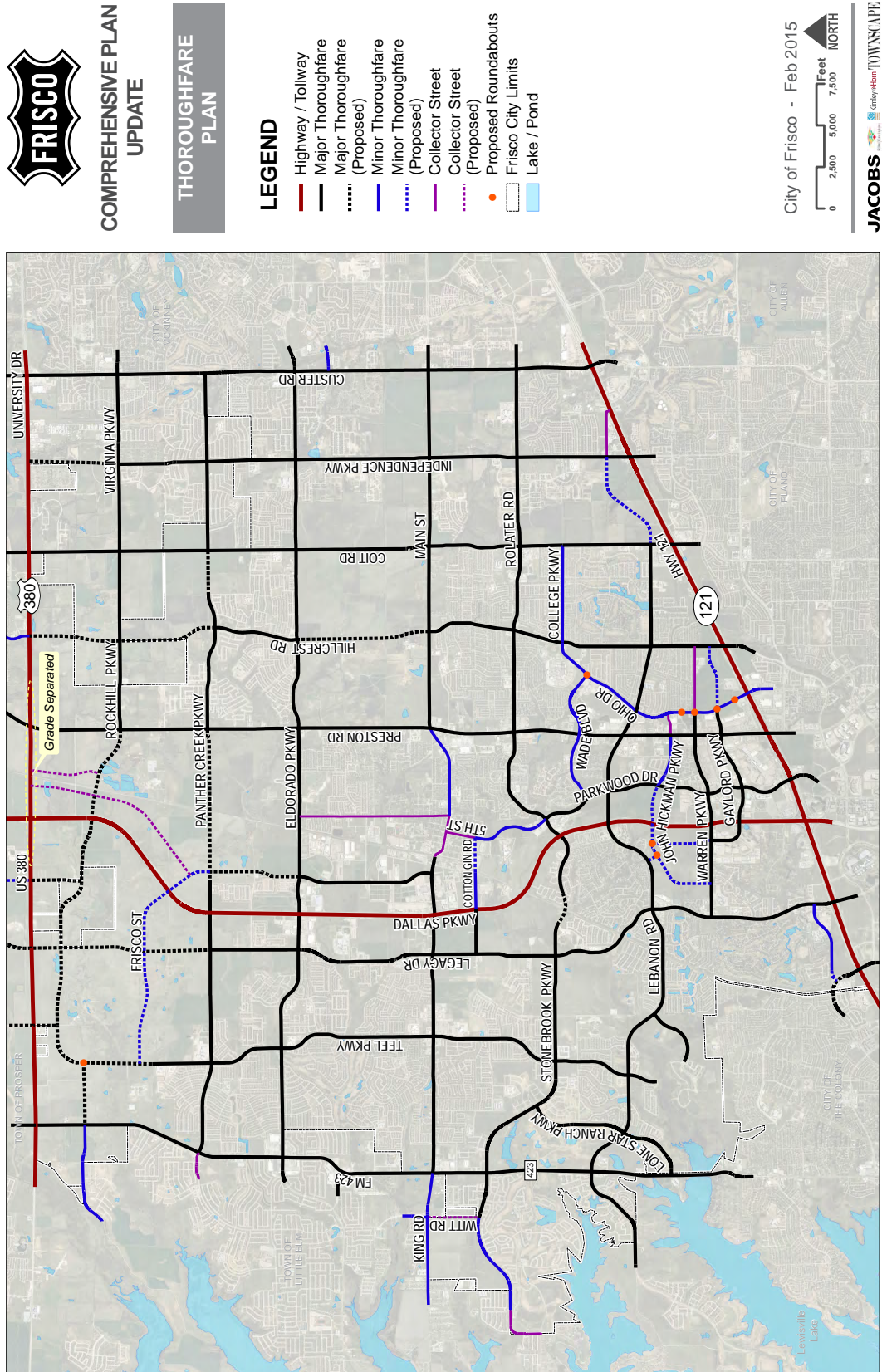


Figure 9-2: Frisco Thoroughfare Plan



# 10 | IMPLEMENTATION

## Introduction

A crucial part of any Comprehensive Plan is the Implementation Strategy. This chapter identifies key steps and actions to be taken to further the City of Frisco's priorities for the future. It discusses priority implementation strategies by each substantive element of the Plan and identifies the time frames for undertaking/ completing the strategy and the parties and partners that will—or could potentially—play an important role in moving the plan forward.

It is important to note that the communities that are most successful at achieving their long-term vision are the ones that establish a tradition and reputation for collaboration, partnership and accountability. In Frisco, supportive, long-term relationships must stem from City Hall and involve Frisco residents, businesses, non-profits, property owners and other local, regional, state and federal government agencies. Strong relationships leads to collaboration, which, in turn creates political will, opens funding opportunities and creates a buzz in local, regional and state discussions. In pursuit of Frisco's goal of preserving a high quality of life as it continues to evolve as a model urbanized community, these partnerships will be vital for success.

## Implementation Strategy Development Process

Implementation strategies for this Comprehensive Plan were identified, vetted and

approved through a combination of methods aimed at gaining the highest possible level of public input and support. These methods included:

- Input and brainstorming with the public via public meetings, online surveys and individual discussions
- Stakeholder interviews
- Planning team technical analysis and review of best practices from other communities
- Coordination with concurrent planning efforts involving the City and other agencies and direction from staff
- Review, prioritization and consensus agreement with the City Planning Advisory Committee (CPAC)

The Implementation Strategies matrix provides a complete list of action items, organized according to category and priority/opportunity, with corresponding details regarding a time frame for action and the party or parties that will be responsible. Time frames are established to better schedule a particular implementation strategy since not all strategies can be implemented at once, or because the actions need to occur in a certain order to achieve efficiency and success. Time frames in the matrix have been generalized into three groups:

- Short-Term – 0 – 2 Years
- Mid-Term – 2 – 5 Years
- Long-Term – 5+ years

## Partnerships

The responsible partners identified below will play an important role in the implementation process.

### City of Frisco

The City of Frisco is the key implementer of this plan. For all items in the Implementation Strategy matrix, the City of Frisco will have a role. If a strategy was viewed as a priority by the community but not seen as within the City's purview, the City would be expected to be a key participant in working with the lead entity to accomplish that task. For example, the City does not control the school system; in the majority of the community, educational resources are provided by the Independent School Districts serving Frisco. In those areas, the City should work closely with the Independent School Districts to accomplish any strategy related to public schools and the Comprehensive Plan.

Below are entities at the City of Frisco that are expected to have a lead role in the plan implementation.

- Mayor and City Council
- City Attorney
- City Manager
- Communications and Media Relations Department
- Development Services
- Engineering Services
- Environmental Services
- Frisco Economic Development Corporation
- Frisco Social Services and Housing Board
- Health and Food Safety
- Parks and Recreation
- Police
- Public Works

### Community Members

Community members are an important and integral piece of Comprehensive Plan implementation. The Plan's Vision and Guiding Principles should be championed by community members, including property owners, businesses, residents, homeowners associations and other organizations investing in the community.

### Local Agencies

Coordination with local agencies will assist with the provision of the quality community services and facilities necessary for the prosperity of the City. Such local agencies include:

- Frisco Chamber of Commerce
- Frisco Social Services and Housing Board
- Frisco Independent School District
- Lewisville Independent School District
- Prosper Independent School District
- Heritage Association of Frisco, Inc.
- Adjacent municipalities—Little Elm, McKinney, Plano and Prosper

### County-level Agencies

Partnerships with Collin County and Denton County will assist Frisco in the coordination of City, County and regional implementation efforts.

### Regional and State Agencies

Coordinating with regional and State-level agencies will be part of the implementation plan. These agencies include, but are not limited to:

- North Central Texas Council of Governments
- North Texas Municipal Water District
- TAPS Public Transit and other transit agencies
- The Texas Department of Transportation
- The Regional Transportation Council
- Texas Economic Development and Tourism Office

## Public-Private Partnerships

Public-private partnerships provide an opportunity for the City and its sister agencies to partner with the private and non-profit sectors to jointly participate in the implementation of improvements and programs necessary to meet public and private needs.

the results of the implementation effort and provide a framework for tracking the success of the strategies.

6. **Partnerships – Identify and forge partnerships with individuals, groups and businesses to advance the Principles of this Comprehensive Plan.**

## Key Implementation Strategies

The implementation strategy is a means of linking the priority needs and opportunities, identified through the public engagement process, to specific actions, programs and policies that the City should undertake to address them. This section highlights key implementation strategies being recommended as a part of the Comprehensive Plan's 10-year (2015-2025) work program. These Implementation Strategies are provided from a community-wide standpoint. The key action themes for the next 10 years include:

1. **Guidelines – Strengthen the visual and functional environment through improvements to City design guidelines.**
2. **Regulations – Strengthen the development pattern in the City through targeted amendments to City standards, particularly the zoning and subdivision ordinances.**
3. **Financial Incentives – Develop programs that provide incentives for developers to build superior projects that comply with the Principles of this Plan and the regulations of the City.**
4. **Capital Investments – Define criteria and establish processes that promote the expenditure of City funds in a fiscally responsible manner.**
5. **Education and Communication – Ensure processes and procedures that communicate**

#	Implementation Strategy	Timing
<b>Guidelines</b>		
G01.	Update or enhance design guidelines that support Place-Making in key Place Type areas and the use of natural areas and resources in the design of Frisco neighborhoods and amenities.	Mid-Term
G02.	Review and update guidelines for developments at major intersections, particularly to encourage connections with adjacent neighborhoods.	Mid-Term
G03.	Conduct a Gateway Design Study to determine the appropriate characteristics of the development, signage and amenities at the major entrances to Frisco.	Short-Term
G04.	Evaluate design guidelines to ensure that employment centers are developed with the character that attracts highly-skilled, high-income workers.	Short-Term
G05.	Include fiscal impact assessment in the criteria for evaluating development proposals.	Mid-Term
G06.	Develop a Comprehensive Plan checklist for use in evaluating development proposals and zoning applications for consistency with the plan's principles and direction.	Short-Term
G07.	Consider a Transportation System Management (TSM) plan as part of new development and City infrastructure operations.	Long-Term

#	Implementation Strategy	Timing
<b>Regulations</b>		
R01.	Review and update landscape regulations for private developments and City infrastructure projects to ensure wise water use.	Short-Term
R02.	Determine necessary revisions to the zoning ordinance to facilitate development according to this Comprehensive Plan.	Short-Term
R03.	Determine necessary revisions to subdivision regulations to facilitate development according to this Comprehensive Plan.	Mid-Term
R04.	Establish policies to guide the appropriate mix, intensity and design of projects that redevelop properties in key areas of Frisco (i.e., downtown and commercial along major arterials).	Mid-Term
R05.	Review design requirements and modify them as necessary to incorporate CPTED principles.	Mid-Term
R06.	Complete a 'greenprint' map and use this mapped information in the development review process.	Long-Term
R07.	Review and update the City's Thoroughfare and street design standards to incorporate this Comprehensive Plan's direction in the development process.	Mid-Term
R08.	Update the Preston Road Overlay District to respond to land use changes envisioned by the 2015 Comprehensive Plan with a focus on the areas north of Main Street in the Rural Corridor Zone	Short-Term
R09.	Prepare an Overlay Zoning Ordinance and District Standards for the US 380 Corridor	Mid-Term
R10.	Prepare an Overlay Zoning Ordinance and District Standards for the SH 121 Corridor	Mid-Term

#	Implementation Strategy	Timing
<b>Financial Incentives</b>		
F01.	Review and refine EDC incentive programs to maximize their support for Comprehensive Plan implementation.	Short-Term
F02.	Create programs that encourage developers to incorporate natural assets, green infrastructure, xeriscape, and enhanced green building design in projects.	Mid-Term

#	Implementation Strategy	Timing
<b>Capital Investments</b>		
C01.	Review and revise City's street design standards as necessary to follow Place-Making principles.	Mid-Term
C02.	Invest in facilities that support alternative means of travel as part of the multi-modal network within Frisco.	Long-Term
C03.	Establish criteria for City capital investments that consider: the economic return on the investment, important resources identified on the Frisco 'greenprint' map, and the life-cycle costs of the facilities.	Mid-Term
C04.	Invest in completion of pedestrian and bicycle routes connecting Frisco neighborhoods with destinations in the City.	Long-Term
C05.	Establish a process for regular review of the City's infrastructure policy and Capital Improvements Program.	Short-Term

#	Implementation Strategy	Timing
<b>Partnerships</b>		
P01.	In collaboration with educational entities, conduct a study to determine potential locations for higher education facility in Frisco.	Mid-Term
P02.	Partner with ISD's and the Frisco Chamber of Commerce to ensure that Frisco residents have the skills employers need.	Mid-Term
P03.	Assist FEDC in developing collaborations to supplement the capital markets in funding business start-ups, retention and expansion.	Long-Term
P04.	Work with public and private transportation providers to evaluate methods to provide public transportation in Frisco.	Long-Term
P05.	Use partnerships with neighborhood organizations to encourage and achieve code compliance.	Short-Term
P06.	Implement the development-related aspects of the Social Service and Housing Board's action plan in partnership with health and social service providers.	Long-Term
P07.	Continue Frisco's leadership role in regional air and water quality and natural resources.	Short-Term
P08.	Partner with other organizations to educate and engage residents about using resources responsibly.	Mid-Term
P09.	Work with NTMWD to continue or enhance programs that support water conservation.	Mid-Term
P10.	Evaluate opportunities to partner with non-profits such as the Connemara Conservancy to provide property owners with options to retain natural areas.	Long-Term

P11.	Expand and enhance cost-sharing programs with other public entities that fund needed Frisco infrastructure.	Long-Term
P12.	Continue partnerships with apartment managers using the City's annual inspection program to ensure code compliance in all apartments & urban living units.	Short-Term

#	Implementation Strategy	Timing
<b>Education &amp; Communication</b>		
E01.	Establish a process for regular review of progress on plan implementation.	Short-Term
E02.	Communicate regularly with the Frisco community about the results of plan implementation.	Short-Term
E03.	Use City programs to help Frisco residents improve well-being and health.	Mid-Term
E04.	Develop appropriate measures to measure and track Frisco's environmental footprint.	Long-Term
E05.	Monitor and communicate the energy savings and other benefits of the City's green building and green infrastructure policies.	Long-Term
E06.	Monitor and communicate the condition of City infrastructure and facilities.	Mid-Term
E07.	Encourage partnerships between Homeowner Associations to investigate the replacement of high-flow irrigation heads with low-flow heads.	Short-Term